

## *Part-Time Sales Assistant*

Hexagramm Books is a small but growing book distribution company based in Decatur, GA. We supply children's books in Spanish, English, and French to dual language immersion schools across the country. We've recently developed new products in response to teacher demand. Using our network of 200+ publishers and partnering with a dual language expert, we created two signature collections: our ready-to-go Classroom Libraries, and our curated Read Alouds. We promote them at teacher conferences throughout the country, and they are a huge hit!

**Job Type:** Part-Time

**Hours:** Expectation of 15-25 hours per week, Monday through Friday. Our office hours are between 7am and 7pm. Your 15-25 hours can be completed at any time within those office hours.

**Location:** Decatur, GA (80%), remote (20%)

**Pay Scale:** \$10-\$12 per hour

**To Apply:** Please send your resume and cover letter to Marie Bouteillon, Chief Innovation Officer, at [marie@hexagrammbooks.com](mailto:marie@hexagrammbooks.com).

### **Primary Duties and Responsibilities:**

- Participate in and contribute to Hexagramm Books processes from product development and operations to marketing and sales
- Coordinate sales efforts with CEO, Chief Innovation Officer, Director of Marketing and Design and Lead Literacy Consultant

### **Research and Reach Out to Target Market**

- Research schools within the geographic area of national and regional conferences
- Stay current in the field of bilingual and dual language education by subscribing to and reading e-newsletters and magazines, and signing up for Google Alerts
- Send pre-conference emails with free webinar and commercial presentation at conference
- Send catalogs to prospective clients

### **Capture, Nurture and Convert Leads**

- Maintain data current in Copper CRM, including detailed notes of active communication and sales activity and tracking prospective clients through the sales pipeline
- Add contacts from conferences to Copper CRM and tag them appropriately
- Research additional stakeholders from initial contacts
- Send event-triggered personalized emails based on conference data
- Send quarterly newsletters written by Chief Innovation Officer, Marketing Director and Lead Literacy Consultant
- Set up automated emails
- Send monthly free webinars or three-minute videos
- Send trifold card once yearly

### **Manage Sales Process and Increase Customer Lifetime Value**

- Follow Sales Guidelines for quote creation, use of CRM, quote creation and platform as well as follow up
- Send seasonal book sale and teacher wish list invites
- Manage teacher wish list creation
- Keep sales monitor current

### **Market Research**

- Research school statistics and order information efficiently (% of English learners, when the program was created, language of program, size of order...)
- Identify high-yield markets by conducting keyword searches ( and entering new data into our CRM

### **Data Entry**

- Complete CRM database by populating fields
- Update CRM database regularly using Google Alerts when new dual language programs are created or identified
- Input historical data on orders placed by clients

### **Segmenting**

- Segment markets geographically, by type of school, by language, by products bought, by expressed interest... by using the software chosen by the company

### **Customer Service**

- Contact clients if issues arise (backorders, books out of print, delays...)
- Send "Shipment on its way" email
- Send "Thank you" note to orders \$5,000 and above
- Check all order shipments prior to shipping for types of bundles, number of bundles, special requests from clients, number of bins, bin labels and operational transparency insert

### **Client Outreach**

- Identify dormant accounts on a monthly basis by analyzing lost clients using quarterly sales data entered by Administrative Support Specialist
- Send dormant accounts a tailored email to establish rapport

### **Essential Qualifications:**

- Oral and written fluency in English
- Exceptional organizational skills
- Upbeat, positive attitude
- Energetic self-starter with a strong work ethic

- Problem-solver
- Team-oriented
- Strong knowledge of G Suite, and a confident user and/or fast learner of technological productivity tools (Trello, Slack, Copper CRM, TradeGecko)

**Physical Demands:**

This job requires:

	NEVER	OCCASIONAL	FREQUENT	CONTINUOUS
Sitting			√	
Standing		√		
Walking		√		
Driving		√		
Squatting / Bending		√		
Kneeling		√		
Reaching		√		
Twisting		√		
Stair Climbing		√		
Use of Computers				√
Use of Office Equipment				√

NOTE: In an eight-hour workday, “occasionally” equals 1-33%, “frequently” equals 34-66% and continuously equals 67-100%.

This job additionally requires employees to lift, push, pull and/or move items, such as books, as follows:

	NEVER	OCCASIONAL	FREQUENT	CONTINUOUS
Up to 10 lbs.			√	
11-24 lbs.			√	
25-34 lbs.			√	
35-50 lbs.		√		
51-74 lbs.		√		

**Travel Required:** Occasional

**DISCLAIMER**

*The above information is not to be interpreted as a comprehensive inventory of all duties and/or responsibilities required of employees assigned to this job. Hexagramm management may assign or revise duties and/or responsibilities based on the needs of the business. This is not a contract of employment. This position is at will.*