



A Reason For - Company Overview:

A Reason For is a 48-year-old educational publishing company, headquartered in Siloam Springs, Arkansas. Our name says it all: **A REASON FOR** - our faith in God is *the reason for* everything we do. Our programs have helped millions of young people maximize their academic potential and realize the relevance of their faith in everyday life. Our scripture-based programs in Handwriting, Spelling, Science, and Guided Reading, are academically superior and engaging for students, while pointing to God as the source of all wisdom.

We love children, and we know it is a great privilege to help them discover the wonders of science and nature, of using written words to communicate thoughts and feelings, of reading their first book. Children possess an innate curiosity that makes them natural-born learners. We believe in encouraging that love of learning by creating products that are FUN for students, while also integrating biblical truth and values, and teaching fundamental knowledge and skills required to excel in school and in life.

Our target audience is comprised of faith-based schools and home educators, both domestic and international, as well as parents who wish to supplement a traditional education by strengthening subject comprehension, boosting confidence, and building important learning skills in their child.

Visit areasonfor.com to learn more about our products.



Job Description – Sales Consultant (Part-Time)

We are seeking a candidate with:

- Personal values that align with our company's culture and mission. The members of our team are passionate about equipping teachers and inspiring students with academically excellent, scripture-based resources that point to God as the source of all wisdom.
- A "never quit" attitude. We're seeking someone who is motivated to meet and exceed goals, and is not easily discouraged by obstacles.
- Ambition and drive – a deep-rooted desire to give your best effort, and the willingness to work hard to achieve results.
- Excellent communication skills. You must be able to deliver information efficiently and accurately, and have good judgment about when and how to engage contacts.
- The ability to build relationships and rapport. You must be able to connect with different personalities, possess the listening skills to hear and understand what existing and potential customers need, and have the persistence to follow up with contacts.

Job Responsibilities:

- Actively pursue new opportunities with schools in your assigned sales territory, and communicate regularly with existing customers.
- Manage telephone and e-mail contacts (both inbound and outbound) in a timely and conscientious manner. Generating leads and turning inquiries in to sales opportunities is crucial, but it is also important to represent *A Reason For* with integrity and professionalism.
- Ask or respond to questions, to enable you to better understand the specific needs and requirements of existing customers and new prospects.
- Meet specific engagement thresholds for your assigned territory. You may be asked to participate in targeted outbound marketing campaigns.
- Learn to identify cross-selling, up-selling and lead generation opportunities.
- Develop and/or utilize a list of new prospects in an assigned sales territory, and initiate contact by telephone and/or email.
- Maintain an awareness of events affecting private and parochial education (especially in assigned territory), and identify relevant information to use and share with fellow sales team members.
- Stay up-to-date with curriculum trends that may impact sales.
- Develop and apply strategies to use your knowledge of products, teaching methods, changes in requirements, or other relevant information to achieve sales goals.
- Provide product presentations/demonstrations via phone and internet, as needed.

Additional Qualifications:

- Has 5+ years of experience in the education field (whether in administration, teaching, or sales) **OR** 5-10 years in sales/marketing with demonstrated ability to develop and execute sales and marketing strategy.
- Bachelor's and/or Master's degree from an accredited university or institution, or equivalent experience and education.