

ParentPowered

creator of **Ready4K**

ParentPowered is a fast-growing education technology company that creates family engagement tools and curriculum for great parenting to improve the lives of all children, regardless of economic means. Their first product, Ready4K, is an evidence-based family engagement curriculum delivered via text message. Each week, parents receive fun facts, easy tips, and extension activities to help them support their children’s cognitive and social and emotional development.

Ready4K’s research- and standards-based text messages build on existing family routines to ensure that the activities are easy to implement – like pointing out the letters on shampoo bottles during bath time and naming their sounds, counting the number of steps as you walk to the car or bus, or making feeling faces in the mirror after you brush your teeth.

In addition to the core Ready4K program, ParentPowered also has more intensive trauma-informed and student data-driven personalized learning family engagement curricula, as well as complementary family workshops, a highly sophisticated family communications platform, and robust data, analytics, and impact reporting capabilities. With an initial focus on kindergarten readiness, the Company’s one-of-a-kind suite of family engagement products has rapidly grown since inception and covers birth through eighth grade and is culturally adapted in 15 languages.

Driven by very strong product-market fit (a highly-accessible, culturally-sensitive, multi-tiered, digital family engagement solution with close alignments to Title I, III, V, VI, IV, and IX, and COVID relief funding), ParentPowered has rapidly grown over the last year to serving hundreds of institutional customers including some of the largest school districts (e.g., NYCDOE, Pasco County Schools), community based organizations (e.g., in Southeastern Michigan and Mecklenburg), and state agencies in Tennessee and Wisconsin. The company has top-tier investors, a strong management team, and connections to education leaders across the country – assets that it will leverage to aggressively advance its double bottom line.

Title

Sales Development Representative (Partner Development Representative)

Reports to

Sales Development Director / CRO

Location

Remote

Position Overview

We at ParentPowered are looking for a Sales Development Representative (SDR) that will generate new business opportunities by following proven processes to prospect into targeted accounts. The position is responsible for qualifying prospects through high-level

conversations with education leaders based on interest in the company's solutions and how well prospects fit the company's ideal customer profile. The successful candidate will be a strongly self-motivated and driven individual who is goal-oriented, methodical and tenacious, and can effectively interact with a team.

Key Responsibilities

- Conduct sales development best practices with email, phone, and social activities to connect with prospects.
- Efficiently and '*gracefully counter*' top of the funnel objections.
- Effectively prospect using a variety of methods, including cold calling, utilizing online platforms, as well as have excellent written, interpersonal & technical skills.
- Skillfully build interest and create opportunities with prospects.
- Work closely with marketing, sales, partner success teams to initiate the sales funnel with new prospects and current customers for expansion opportunities.
- Foster meaningful and strategic relationships with account executives (Directors of Strategic Partnership) to achieve coordinated prospecting efforts.
- Coordinate and schedule demos with account executives.
- Diligently record activities and notes within HubSpot (or other platforms) maintaining the accuracy of sales/marketing database and accounts.
- Have a thorough understanding of local markets where sales prospects exist (i.e. demographics, family engagement trends, education trends, funding, and other key external influences).
- Maintain a high level of product knowledge.
- Respond rapidly to inbound leads through email and phone.
- Exceed quota of qualified opportunities.
- Meet daily, weekly, and monthly call, task, appointment and pipeline activity with your assigned accounts and new business development targets.
- Performs other related duties as assigned.
- Attend conferences, team meetings, and product training.

Required Experience & Qualifications

- Sincere customer empathy and commitment to improving family engagement initiatives.
- Willingness to learn and grow.
- Self-motivated and driven to succeed.
- Highly organized and strong time management skills.
- Excellent written & verbal communication-ability to present a professional image over the phone and write articulate correspondence.
- Strong interpersonal skills.

- Goal oriented (driven by meeting the company and customer needs) while focusing on team success.
- Competency with desktop applications, (i.e. Google, MS Office).
- 1+ years Sales, Sales/Business development, and/or Marketing experience.
- Proven track record in meeting goals or quotas set for you by the sales or marketing leader.
- Work independently with success (achieve sales targets) and effectiveness (achieve call and email activity targets).
- Analytical skills: Ability to use sales metrics to drive business decisions.
- Attention to Detail: Collection of information to develop useful sales plans.
- Initiative: Ability to identify new business opportunities.
- Judgment: Identifying qualified prospect target personas and/or accounts.
- Problem Solving – reply professionally and consultatively to prospect objection both verbally over the phone and via email.
- Results Oriented: Achieve call targets, prospect objectives, and contribution to lead generation and revenue goals

Desired Qualifications/Experience

- Competency with web-based applications (i.e. HubSpot, Salesforce CRM and Salesloft or like tools).
- Experience in K-12 and/or Software Sales.
- In-depth knowledge and applied experience in a sales methodology

To Apply

We offer a dynamic and flexible work environment with highly-energetic, friendly, and inquisitive team members, as well as competitive compensation, bonus/commission potential, equity in the company, and full health, dental, and vision benefits. There are also significant professional growth opportunities. If you're interested in working to make a positive difference in the lives of millions of families, **please send your resume and a cover letter to jobs@parentpowered.com**. In your cover letter please highlight with examples why Director of Strategic Partnerships at ParentPowered is the right job for you.