

## Sales Consultant (Education)

**Location:** Team Valley (Gateshead)

**Reporting to:** Head of Sales

### About Daisy Education

At Daisy Education, we partner with schools across the UK to deliver impactful educational technology that improves outcomes for pupils and supports teachers.

We are a values-driven organisation where people are trusted to take ownership, think commercially, and make a genuine difference.

### We are:

- **Collaborative** – we build strong, lasting partnerships
- **Curious** – we continuously learn and improve
- **Knowledgeable** – we are experts in our field
- **Driven to make a difference** – everything we do improves life chances for children

### The role

As a **Sales Consultant**, you will play a critical role in driving new business growth by working directly with schools and Multi-Academy Trusts.

This is not a passive account management role. You will be responsible for:

- Generating your own pipeline
- Converting inbound demand
- Leading consultative sales conversations
- Building long-term partnerships with schools

You will operate as a trusted advisor, helping school leaders make informed decisions about literacy and maths provision.

## What you'll be doing

### New business development

- Create and execute territory plans to target schools and MATs
- Proactively generate leads via phone, email, LinkedIn, and events
- Build a strong pipeline through consistent outbound activity

### Consultative sales

- Understand school challenges and priorities
- Deliver high-quality product demonstrations
- Position solutions clearly in terms of impact on pupil outcomes

### Inbound lead conversion

- Respond quickly and professionally to marketing-generated leads
- Convert enquiries into demos, pilots, and sales
- Maintain a high conversion rate through structured follow-up

### Pipeline & performance management

- Manage opportunities effectively through the CRM
- Maintain accurate forecasting and activity tracking
- Consistently hit or exceed sales targets

### Collaboration

- Partner with Customer Success to ensure smooth onboarding
- Share market insights to improve messaging and strategy

### What we're looking for

You don't need to come from education—but you do need to be commercial, driven, and coachable.

**Key attributes:**

- Proven ability (or strong potential) in sales or customer-facing roles
- High activity levels and strong work ethic
- Excellent communication and relationship-building skills
- Comfortable handling objections and driving decisions
- Organised, disciplined, and accountable for results

**Desirable:**

- Experience in education, SaaS, or consultative sales
- Experience working with schools or public sector organisations

**What you'll receive:**

- Structured onboarding and ongoing sales training
- Opportunity to make a real impact in education
- Supportive, high-performing team culture