

Electude (www.electude.com) is the world's leading automotive e-learning company. Built on a quarter century of experience in providing students with the most effective, engaging and enjoyable method of learning. Electude prides itself on focusing on equipping instructors with the techniques, tools and training to give students the best educational experience possible. With 300,000 users, including 30,000 teachers and 3,000 customers in over 50 countries spread over 6 continents and available in 35 languages, Electude is a fast-growing global business. Electude is a true educational innovator providing the most comprehensive and effective automotive e-learning solution available in the market today.

We are currently looking for a fulltime:

Business Development Manager – California

Working from a home office in the greater Los Angeles or San Francisco Bay area, you will initially report directly to the National Sales Manager of Electude USA. The Business Development Manager is responsible for the achievement of specific sales targets for the Electude e-learning solution, within the California sales territory. The main customer segment will be vocational schools, high schools, community colleges and career colleges. Electude has a recurring annual subscription (license) model and an extremely high retention rate, so the work will involve a great deal of customer maintenance and upselling.

Key result areas

- Growing the business in California
- Identifying prospects, qualifying prospects and transferring them into the customer base
- Retention strategy and up-selling to increase the profitability of existing customers
- Identifying new opportunities in existing markets to increase market share
- Representing Electude at relevant trade shows, exhibitions, seminars and conferences
- Onboarding and post-sales training of customers

Your profile

- Post-secondary college degree or relevant technical education
- Experience teaching or training in automotive service technology a big plus
- One to three years' experience in consultative selling preferred
- Strong presentation and product demonstration skills
- A strong affinity for new and innovative technologies
- Relevant automotive education/training or software (SaaS) sector experience a plus
- The ability to work systematically with a sales pipeline & CRM system
- Ability to negotiate and influence at all levels to secure a successful outcome
- Self-starter capable of independently building a portfolio of customers
- Regular travel, upwards of 60%, and as-needed, required

What can you expect from Electude?

- Best-in-class product knowledge and a leader in its field
- Competitive fixed and variable remuneration and expense compensation package
- Installed base of customers to be renewed and upsold.
- A multinational organization with a flat management structure
- No-nonsense, candid and all-hands-on-deck culture
- Extensive e-learning training

To apply

Please address your letter of application with your CV, by email, to thomas.snyder@electude.com, for the attention of Thomas Snyder, President, Electude USA