

Title: Inside Sales Representative	Group: Visual Thesaurus
Location: New York City	Reports to: VT Sales Manager

Abstract

Downtown New York based Thinkmap, Inc., a rapidly growing software company, is seeking an intelligent and motivated **Inside Sales Representative**. You will be responsible for sales of the Visual Thesaurus, an award-winning educational software product that improves literacy and encourages people to explore and learn language through an innovative interface. See it in action at <http://www.visualthesaurus.com>.

The **Inside Sales Representative** will be responsible for identifying, qualifying, and capturing new opportunities and selling Visual Thesaurus direct to K-12 schools, districts and universities.

Please send your resume and cover letter to employment@thinkmap.com.

Focus

- Perform inside direct sales for Visual Thesaurus via lead qualification, brief “over-the-phone” customer needs analysis, product overview description, appropriate follow-up through closing of sales
- Conduct cold/warm prospecting to develop new opportunities, follow up and close opportunities via phone, email and web
- Assist in channel partner development via lead qualification, product and partner program overview and appropriate follow-up communications
- Proactively develop potential sales/partner leads through outbound prospecting (cold calling) to small/medium and large enterprise businesses.
- Document and track all activity through our network-based CRM tool (Salesforce), including lead/prospect data entry, detailed activity reports, setting tasks for follow-up, lead tracking and probability statistics.
- Prepare and perform appropriate follow up communications with reseller partners, send marketing collateral materials and assist in closing deals.
- Maintain a solid sales funnel of leads and opportunities.

Criteria

- Minimum 3-years relevant sales experience
- Proven track record of attaining sales goals
- Excellent relationship building skills and previous experience growing and managing relationships with prospective clients
- Ability to identify large opportunities from small opportunities
- Strong phone/email presence, verbal and written communication skills
- Possess a strong work ethic with the ability to work independently within a small, rapidly growing company

- Self motivated with a strong desire to succeed

The Company

Thinkmap, Inc. develops and markets software that uses visualization to facilitate communication, learning, and discovery. We specialize in user interfaces and visualization mechanisms that allow end-users to more effectively browse and understand complex information.