



## **Sales Associate/Lead Generator**

Hobsons, a trailblazing education, technology, and recruitment services company, is looking for a talented, high-energy candidate interested in developing a sales career. Hobsons offers all of the benefits of a multinational corporation with the values and spirit of an entrepreneurial company. The Hobsons culture encourages creativity and innovation within the sales team. With nearly 3 million copies of more than 100 publications distributed annually, Hobsons is the single largest provider of worldwide education and corporate recruitment information and technology.

### **Job Summary**

The Sales Associate/Lead Generator serves as the primary sales team resource within the EMT group. This person prospects for, and assists with, sales opportunities within an established territory assigned by the Sales Director or Solutions Sales Manager.

### **Essential Functions/Responsibilities**

- Sources leads for new business opportunities.
- Demonstrates EMT products through on-going client consultation over the phone.
- Maximizes phone calling activity to secure interest in Hobsons' products.
- Assists sales team with maximizing impact, including setting appointments for Sales team travel or demonstration, reporting (where necessary), and sales material distribution.
- Maintains responsibility for efficiency in territory coverage to accomplish goals.

### **Minimum Qualifications**

- Bachelor's degree.
- 1 year of sales or customer service experience.

### **Required Knowledge, Skills and Abilities**

**Knowledge of:** operational policies and procedures; customer service and sales probing techniques; travel intricacies.

**Ability to:** work independently demonstrating initiative; exercise good judgment in administration of responsibilities; adapt to and embrace change in a rapidly changing environment; make contact with difficult-to-reach decision makers; exhibit flexibility in work schedule and job tasks; establish and maintain effective working relationships with co-workers, clients, and other job contacts; maintain and promote good client relations; and maintain confidentiality of sensitive information.

**Skill in:** verbal and written communications; operation of standard office equipment; operation of personal computer; planning, scheduling, and organizing work; application of job software, including Microsoft Office Suite and Adobe; developing and presenting creative sales demonstrations; general typing.

Hobsons offers a competitive salary along with an excellent benefits package including:

- Health Insurance
- Life and Disability Insurance
- Dental Plan
- 401K Plan
- Section 125/Flexible Spending Accounts
- Generous Holiday and Vacation Schedule

Please submit résumés to:  
Hobsons – Attention Human Resources  
50 E-Business Way, Suite 300  
Cincinnati, OH 45241  
Fax: 513-891-6222

E-mail: [Human\\_Resources@hobsons-us.com](mailto:Human_Resources@hobsons-us.com)

To learn more about Hobsons, please visit our corporate Web site at [www.hobsons.com](http://www.hobsons.com) - online recruitment brochure available.

Product-related sites:  
[www.CollegeView.com](http://www.CollegeView.com)  
[www.USeduguides.com](http://www.USeduguides.com)  
[www.emt.hobsons.com](http://www.emt.hobsons.com)

*EOE. We recognize and appreciate the benefits of diversity in the workplace. People who share this belief or reflect a diverse background are encouraged to apply.*