

The Director of Sales is responsible for selling and closing seminars for business and children's etiquette.

The Director of Sales participates in all trade shows/sales conferences attended by EPI. Travel is minimal.

A strong candidate has several years' sales experience including cold calling and closing, and proficiency in sales.

For seminars, speeches, and event sales:

- Coordinates with designated lead generation firm on marketing campaigns and sales calls
- Responds to all inquiries promptly
- Negotiates contracts
- Coordinates booking with specific Post presenter
- Develops summary of requested presentation for letter of agreement
- Develops sales content for brochures and webpages advertising programs
- Provides information to client regarding Emily Post book sales for participants
- Strategizes/coordinates with others in the office for add-on events in the presentation area
- Conducts post-presentation call to provide evaluation results and assess follow-up opportunities
- Maintains relationship with clients to encourage repeat business

For Train the Trainer program sales:

- Responds to all inquiries promptly
- Negotiates registrations of individuals or corporate representatives
- Develops sales content for brochures and webpages advertising programs
- Coordinates dates and locations with presenters for upcoming trainings
- Coordinates with the presenter(s) the creation, updating, and production of all materials used
- Coordinates the on-site logistics – rooms, meals, etc.
- Attends programs to provide support/coordination

Liaison to Train the Trainer graduates:

- Coordinates the distribution of a semi-annual newsletter to the business group and a yearly
- Facilitates annual renewal of graduate licenses
- Keeps secure website updated and “of value” to our graduates
- Refers seminar business to graduates as appropriate

Trade Shows:

- Recommends trade shows and other major events for EPI to attend
- Networks and searches for opportunities for the Posts to be presenters at major trade shows
- Coordinates and plans any trade show participation, such as SHRM, Training, AIM
- Helps create trade show marketing materials
- Assesses the effectiveness of each event

Business Management:

- Participates in management meetings related to seminars and training programs
- Tracks sales and provides regular progress reports on the overall sales activity as well as a

Interested candidates: sales@epi-post.com with home letterhead, to The EPI Post Institute, Inc., 444 South

Deadline for submission is Friday, May 30th. Compensation commensurate with experience.