



# EdTech Sales

## About ProScola

ProScola is an innovative educational technology company founded in Switzerland by educators for educators. Our mission is to simplify teaching by integrating lesson planning, class administration, and student assignments into a seamless, user-friendly platform. By focusing on lessons, we empower teachers to prioritise what they do best: teaching and inspiring students.

## About the Role

We seek a dynamic and experienced Sales Representative to spearhead ProScola's expansion into South Africa, with the potential to scale across the African continent. You will be responsible for positioning ProScola's innovative educational technology platform to both public and private schools. Initially focusing on South Africa, your efforts will target umbrella school organisations and regional government entities as key entry points into the education system.

Your core responsibilities will include prospecting, developing, and closing deals, while working alongside a marketing team dedicated to generating qualified leads and building ProScola's brand recognition in the region. As the first sales representative in our company, you will thrive in an entrepreneurial environment, leveraging your extensive experience in sales—ideally within the EdTech sector—and your established network of contacts in both public and private education.

Here's what we are looking for.

## Attitude

- **Positive and Collaborative:** Obvious but essential!
- **ProActive & Self-Motivated:** Identify opportunities, take initiative, drive results.
- **Hands-On Doer:** Whether it is Prospecting or Closing, you get stuff done (GSD)
- **Resilient & Tenacious:** Capable of handling rejection and persistent in following up on leads and opportunities.
- **Passionate About Education:** A genuine interest in improving education through technology and a belief in ProScola's mission.
- **Travel is natural:** Selling means meeting customers, so you are also a traveller.
- **Customer-Centric:** Focused on understanding the unique challenges of educators and providing tailored solutions.
- **Enthusiastic Learner:** You are eager to learn and can develop within the role.



## What you bring:

- **EdTech Market Knowledge:** Familiarity with the South African educational landscape and existing networks within the EdTech industry. You have sold EdTech to both private and public schools.
- **Prospecting Expertise:** Proven ability to identify, qualify, and generate leads within the education sector.
- **Sales Development:** Skilled at nurturing relationships, developing proposals, and effectively presenting solutions to decision-makers.
- **Closing Deals:** Demonstrated track record of successfully closing sales and achieving revenue targets.
- **Account-based Selling experience:** You will work with our marketing team and focus on ABM; hence, experience here is a big plus.
- **Presentation and Communication:** Excellent verbal and written communication skills for pitches, meetings, and follow-ups.
- **CRM Proficiency:** Experience with Customer Relationship Management tools to track leads, manage pipelines, and report progress.
- **Market Insight and Feedback:** Ability to gather insights from the field and communicate customer feedback to inform product and marketing strategies.
- **Time Management:** Exceptional organizational skills to prioritize tasks and meet deadlines in a remote and independent role.
- **Tech Savvy:** Comfortable with digital tools, virtual meetings, and presenting online, as well as understanding the technology behind ProScola's platform.

## The Opportunity

Joining ProScola means stepping into a pivotal role in the early stages of a startup EdTech company. As one of our first team members, you will have a unique chance to shape our organization's future while advancing your career. Whether you aim to excel as a highly skilled individual contributor or aspire to transition into a leadership role, we offer the flexibility and support to help you achieve your goals.

We value your contributions and ensure they are well-rewarded with a competitive fixed salary and an attractive commission plan. This role is more than just a job—it's an opportunity to impact education in South Africa and beyond while growing alongside an innovative, mission-driven company.

## Support Given

At ProScola, we are committed to setting you up for success. You will receive direct support from an experienced CEO and technically skilled founders who understand the



industry and are invested in your growth. We will provide you with all the resources, training, and materials needed to excel in your role and make an immediate impact.

As a key management team member, you can shape the company's direction and initiatives, ensuring your insights and expertise directly influence our success. Additionally, a strategic partnership is underway with a well-established player in the South African market, creating exciting co-selling opportunities and accelerating market penetration.

This is your chance to join a supportive, forward-thinking team and make a tangible difference in education across South Africa and beyond. To apply, please go to our webpage, under <https://www.proscola.com/hr>