Home Science Tools is a successful, agile, growth-oriented online retailer of educational science products. Our mission is to inspire learning so that students grow and impact their world. Over the next five years, we expect our educational science products to positively impact over two million K-12 students in home, public, charter, and private schools, shaping a better world through them! We passionately pursue our mission while living out our core values of family, faith, wonder, growth and stewardship. Visit the company website, www.homesciencetools.com, for more information.

The Sales function grows Home Science Tools' institutional business by developing new customer relationships, expanding existing accounts, and converting qualified opportunities into profitable revenue. Sales works closely with Marketing, Customer Care, Product, Operations, and Finance to identify and pursue market opportunities, support customers through the buying process, and build lasting relationships with schools, districts, and other institutional customers.

Business Development Representative II

REPORTS TO: Director of Sales

PURPOSE

The Business Development Representative II independently develops new institutional sales opportunities within assigned states or a region and manages an assigned book of smaller accounts. The role consistently creates qualified meetings and opportunities for senior Sales Team members, develops new customer relationships, and grows assigned accounts with limited day-to-day supervision.

PRIMARY ACCOUNTABILITIES

- Territory Business Development
- Qualified Meetings & Opportunities
- Account Growth
- Pipeline & CRM Management
- Sales Team Collaboration

PRIMARY RESPONSIBILITIES

Territory Business Development

- Independently plan and execute prospecting within assigned states or region.
- Research, prioritize, and develop institutional prospects with the strongest potential.
- Build relationships with appropriate decision-makers and influencers.
- Use phone, email, campaigns, referrals, events, and other approved methods to create new opportunities.
- Adapt outreach and follow-up based on customer type, opportunity, and results.

Qualified Meetings & Opportunities

- Consistently create qualified meetings for the Sales Director and Sales Manager.
- Conduct effective initial qualification and discovery before handoff.
- Identify customer needs, timing, buying process, decision-makers, and potential opportunity.
- Document meeting outcomes and clear next steps in HubSpot.
- Meet assigned qualified-meeting and opportunity-development expectations.

Account Growth

- Independently manage and grow an assigned book of institutional accounts.
- Identify expansion, cross-sell, and new-program opportunities.
- Resolve routine sales issues and coordinate internal support when needed.
- Recognize when larger opportunities or accounts should be transferred to a senior salesperson.
- Meet assigned account-revenue goals.

Pipeline & CRM Management

- Maintain an accurate and current territory pipeline in HubSpot.
- Prioritize prospects and follow-up based on potential, timing, and likelihood of success.
- Maintain accurate customer, opportunity, activity, and meeting records.
- Follow HST territory, account-ownership, qualification, transfer, and sales-crediting practices.

Sales Team Collaboration

- Work closely with the Sales Director and Sales Manager on territory priorities and opportunity development.
- Coordinate with Marketing on campaigns and lead follow-up.
- Coordinate with Customer Care on smaller-account service and order support.
- Share useful customer, market, and competitive information with the Sales Team.
- Participate in Sales planning, training, and performance reviews.

SECONDARY RESPONSIBILITIES

- Support conferences, campaigns, and strategic prospecting initiatives.
- Maintain and improve role-related procedures and prospecting practices.
- Identify practical improvements to territory prospecting and qualification.
- Continue developing expertise in institutional customers, K–12 purchasing, products, and assigned markets.
- Perform other Sales responsibilities consistent with the position.

REQUIRED QUALIFICATIONS

- Bachelor’s degree in business, marketing, education, communications, science, or a related field preferred; equivalent relevant education and experience may be considered.
- Three or more years of sales, business development, account management, education sales, or related experience, including demonstrated success with outbound prospecting and customer development.
- Demonstrated success with outbound prospecting and customer development.
- Strong verbal, written, telephone, and virtual-meeting skills.
- Ability to independently qualify opportunities and conduct initial discovery.
- Highly self-motivated and able to organize and execute a productive sales routine while working remotely with limited day-to-day supervision.
- Demonstrated persistence, resilience, and ability to maintain a positive, professional approach through rejection, long sales cycles, and inconsistent prospect response.
- Strong organization, pipeline management, and follow-through.
- Experience using CRM and sales-prospecting tools.
- Ability to manage an assigned territory and multiple prospects and customers independently.
- Sound judgment about when to advance, continue developing, or escalate an opportunity.
- Alignment with HST’s purpose, mission, core values, and leadership expectations.

PHYSICAL DEMANDS & WORKING CONDITIONS

- This is a remote position and requires a professional work environment suitable for frequent telephone and virtual customer interactions.
- Prolonged periods of sitting, computer use, telephone work, and virtual meetings are required.
- Occasional travel within the assigned territory, to conferences, or to Company events may be required.
- The employee must independently manage substantial prospecting activity, customer commitments, and changing priorities.

COMPENSATION & BENEFITS

- Competitive base salary based on experience and position level.
- Sales incentive opportunity based on qualified meetings and assigned-account revenue.
- Opportunity for Company performance bonus.
- Paid time off and Company holidays.
- Medical, dental, disability, and life insurance.
- Employee Stock Ownership and 401(k) plans with Company contributions.

Location: Remote – United States
Territory: Assigned states or region
Travel Required: Generally less than 10%
Job Type: Full Time
Classification: Non-Exempt
Career Level: Professional

Send resume and cover letter to Scott Burns, scott@homesciencetools.com.