

## Area Manager

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Company: LEAD School

Location: Chennai

Category: other-general

Growth marketing is a function of the expansion team at Leadership Boulevard. This role is responsible for developing and executing data-driven marketing strategies that accelerate customer acquisition, engagement, to fuel revenue growth. This role plays a pivotal role in enabling the inside and field sales teams to achieve the business objectives and drive impact in the school education sector. Key Responsibilities:

- In-depth understanding of LEAD product & integrated solution and its impact on student learning.

- Creation of Sales pipeline & lead generation.

- Understanding the school owner persona and requirement to pitch the appropriate solution matching their need.

- To conduct Product demo and academic discussions with schools.

- Negotiate contracts and close agreements to maximize win-win for successful partnerships to LEAD school's mission and handover to Key Account team.

- Maintain the CRM with timely and accurate information.

- Support the KAM team in transition from sign up till operationalization.

- Support marketing for lead generation campaigns.

- Maintain strong industry knowledge which included but not limited to competitive offerings & customer aspirations (School Owners, Teachers, Parent, Students).

- Adherence to the sales Process. Must:

- 4- 6 Years' experience within the industry (EdTech) OR 4-6 years' experience in outside Industry Experience in Sales (Solution Sales) B2B, Institutional & Corporate

Education - B.Tech/B.Com /B.SC/MBALocations :Cuddalore

Kancheepuram

Kannur

Perambalur

Ramnad

Thiruvallur

Villupuram

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