Account Executive Full Cycle

First sales hire

LOCATION	**Barcelona / Catalonia**
WORKING MODEL	**Hybrid**
CONTRACT	**Permanent**
SALARY	**€30,000 gross a year + sales bonus**

First things first

Aulia is school-management software that makes a school's day to day easier and improves how it communicates with families. We want to offer a tool that is easier to use, with a better user experience, adapted to what each school actually needs.

Listening to schools and responding quickly when they need an improvement or a specific fix is fundamental to us.

We're now looking for our first sales hire: someone who talks to schools, listens to them, understands their needs and runs the sales process from start to finish.

You'll work directly with me, Daniel, founder of Aulia. You'll be the **first hire on the team** and your contribution will matter from minute one.

What you'll do

- **Open doors.** You'll contact schools across Barcelona and Catalonia by phone, email and in person. The idea is to try things, listen and find out what works.
- **Book demos.** Your first goal will be to start conversations and fill the calendar with demos for schools interested in Aulia.
- **Run the demos together.** At the start we'll go as a pair. We'll learn what works and what doesn't, and sharpen the pitch with what each meeting teaches us.
- **Listen to schools.** What you hear in schools will define the product. Your feedback goes straight through and ships within days.
- **Close the deal.** You'll be responsible for taking each sale from start to finish: from first contact to signature. You'll have autonomy, and I'll help however I can.

How we'll work

Side by side, with direct and constant communication.

Hybrid: part remote, part together, and plenty of school visits across Catalonia, especially at the start.

I don't believe much in hierarchies or formalities, but I do believe in commitment and enthusiasm. I'm looking for someone who takes it as seriously as I do.

The plan (and why it's interesting for you)

Between now and the end of the year we have one clear mission: **prove there's a real market and that we know how to build traction.**

If we pull it off, the second phase of the adventure begins: raising capital and growing Aulia.

Being the first sales hire means joining while there's still a lot to build. It also means having a voice, real responsibility and room to grow with the project.

What I'm looking for

- **Drive.** Bags of it, and real motivation to sell and to help build something from the beginning.
- **1-2 years in sales or B2B.** You don't need to have sold software; but you do need to have sold.
- **Autonomy and organisation.** You'll run your own pipeline and follow up with every school. We need someone organised, so each school knows you're there. I'll help you define the workflows and automate actions, to speed up everything we can so you can focus on selling.
- **Listen before you talk.** We want to understand a school's real problems before offering a solution.
- **Fluent Catalan and Spanish (English is "nice to have").** We'll start by contacting Catalan schools.
- **Driving licence and availability to travel around Catalonia.** The role involves travel around Catalonia.

What I offer

- **€30,000 gross a year** + **a direct sales bonus.** Permanent contract with a 6-month probation period.
- **Hybrid model** based in Barcelona.
- **Learning and responsibility from the start:** we'll begin by selling together, you'll lead building the sales process, you'll see a startup built from zero and you'll grow as fast as the company does.
- **Direct impact:** what you do each day shows. Every demo, every close and every conversation with a school moves the needle.

Not a 100% match?

If you don't tick every box but the role interests you and you think you can contribute, write to me anyway. Attitude can count for more than ticking each point…

How to apply

Email me at **daniel@auliafamily.com** with a short message covering:

1. Who you are and what you've sold before (anything counts)
2. Why Aulia and why this role in particular
3. Your CV attached
4. Anything else you think is relevant

I'll reply personally to every message. Promise.