Senior Account Executive – Workforce Development & Higher Ed (West Coast, Remote)

TAP is looking for a senior Account Executive to expand and own our West Coast territory — selling VR simulation training and AI interviewer products into workforce development boards, community colleges, and industrial employers. This is a category that doesn't fully exist yet, sold into institutions that move on their own timeline: RFPs, procurement committees, budget cycles. The sales cycle runs long (six to nine months) and the right person treats that as the nature of this market, not an obstacle.

What's on the other side of that patience: a real territory that is building, direct access to the founding team, uncapped commission, and equity in a company still early enough that your work visibly moves the outcome.

Who We Are

We're [TAP (Training All People)]() — tap3d.com — a venture-backed, mission-driven tech startup thrusting industrial maintenance and vocational training into the modern era with VR, tactile learning, and AI-assisted training and interviewing. We're giving people access to careers they never thought they could reach, and making a real difference in their lives. It's ambitious, fast-moving work, and we're looking for a senior Account Executive who can take our story into the institutions that can scale it.

What You'll Be Doing

- Owning the Full Cycle: From lead to signed renewals— discovery, demo, procurement, negotiation, close, implementation and renewal. You run the deal.
- Selling into development boards, schools, industry and community based counterparts: You understand how these institutions buy — the stakeholders, the budget cycles, the RFP process — and you know how to navigate multiple decision-makers and a procurement process without losing momentum.
- Working the West Coast Territory: California, Oregon, Arizona, Washington, and beyond. You already have relationships in this space, or you know exactly how to build them fast. We have customers and contacts in this region to help you expand our footprint.
- Navigating Long, Relationship-Driven Sales Cycles: These aren't transactional deals. You are patient enough to nurture a relationship for months and disciplined enough to keep it moving. Plus, at TAP, our AEs continue the relationship past the first signature, managing the renewal (and getting a commission for it) to provide brand confidence and reliability.
- Pipeline Rigor: Accurate CRM hygiene and reliable forecasting — leadership needs to be able to trust the number you give them, especially across a multi-quarter sales cycle.
- Working Directly with Founders: Shape how we sell simulation training, our AI products, and help build the sales playbook — not just execute one.

- Travel: Expect to be on the road 25–50% of the time — campus visits, conferences, final presentations. In-person relationships matter in this market; this isn't a phone-only sale.

What Makes You a Fit

- Track Record: 10+ years of professional experience, including at least 5 years in a sales role carrying a number.
- Domain Experience: You've sold to workforce development organizations, community colleges, or similar institutional buyers, and you understand how their budgets and procurement processes work.
- West Coast Ties: You're based on the West Coast with real relationships across California, Oregon, Arizona, Washington, or nearby markets.
- Tech Sales Background: Prior experience selling technology — SaaS, edtech, VR, AI or similar — is a strong plus.
- Patience Without Passivity: You can manage a six-month-plus, multi-stakeholder sales cycle without losing urgency or letting a deal go cold.
- Ownership: You take responsibility for outcomes, good or bad, and you don't need someone managing your pipeline for you.
- People Skills: You know how to build trust with institutional buyers and close without burning the relationship.

Compensation & Perks

💰 Base Salary: $60,000–$90,000, ($100,000+ guaranteed on first year's earnings while you build your territory)

📈 Commission: Uncapped, tiered to reward new customer acquisition most heavily.

🎯 Target Bonus: An additional bonus tied to hitting your annual number, which you help set collaboratively with leadership based on territory and pipeline

🧭 Ramp Support: A guaranteed quarterly incentive during your ramp period, because this sales cycle takes real time to produce its first win, and we plan for that

📊 Equity: Real ownership in the company, with additional grants for hitting elite performance milestones

🏥 Full Benefits: Medical, FSA, life insurance — at no cost to you

🏠 Unlimited PTO

🚀 Growth Opportunity: We're scaling — if you perform, there's no ceiling on how far this goes

If you've sold into complex, long-cycle institutional buyers before and want to build a territory instead of inheriting one, we want to talk to you.