



Title: Sales Executive

Department: Capital City College Training

Reporting to: Head of Sales

Proposed Salary: £33,437 pa + £2,000 PRP

Purpose of the job

To proactively engage with employers to promote and sell the College's range of skills training products and services such as apprenticeships, traineeships and employability packages - to win and deliver employer-led solutions. Expected to work in the field, this role will include a combination of funded and commercial sales to employers across a variety of industry sectors.

To undertake a range of sales activities including calling prospective employers, following up leads, meeting and presenting to employers, attending relevant events and ultimately securing delivery solutions to meet targets. The role will work in close collaboration with team members to ensure fully joined-up and efficient post-sales delivery. To provide the highest levels of customer satisfaction to employers through exemplar collaborative working internally and externally.

Summary:

- Evidence of securing sales of training solutions to employers using a consultative approach including selling Apprenticeships, traineeships and tailored training solutions
- Evidence of skills that include prospecting, building a pipeline, needs analysis, proposal and solution development, negotiating and closing techniques and methodologies
- Track record of successfully identifying new commercial/sales opportunities and capitalising on these
- Experience selling education and training to businesses
- Excellent communication skills with ability to produce compelling proposals
- Well-developed account management and organisation skills
- Highly self-motivated team worker who is target driven
- Able to adapt their approach to meet the needs of a range of stakeholders
- Knowledge of government funding for employment and training initiatives
- Evidence of success in building and maintaining a broad network of internal and external stakeholder relationships leading to commercial opportunity

Main tasks

1. Securing skills training and related delivery annual revenue targets
2. Proactive follow-up of employer leads and lead generation
3. Creating and managing a sales pipeline of opportunities and accurately forecasting closure of deals

4. Effectively diagnose employer needs including for apprenticeship recruitment, and training and development needs analysis for funded and commercial solutions
5. Manage the sales process from initial appointment/need creation to closure and into account management
6. Sensitively negotiate on price, costs, delivery solution specifications, internally and externally
7. Support designing and implementation of complex delivery agreements for employers
8. Meeting set targets, goals and KPIs.
9. Generate own appointments to support pipeline where needed through networking and telesales etc.
10. To positively and diplomatically address challenges and objections from prospective and current customers with a view to getting the customer to buy and achieve high levels of satisfaction
11. Develop clear and effective written proposals/quotations for current and prospective customers
12. Analyse the territory/market potential and determine the value of existing and prospective customers to the WKC
13. Build and maintain knowledge of WKC offering and market sectors

The post holder will also be expected to:

- 1 demonstrate model behaviours that, at all times, are consistent with an open, inclusive and participative style;
- 2 be proactive in identifying and pursuing opportunities that are appropriate to maintaining his/her continued professional development;
- 3 demonstrate a commitment to the development and practice of equal opportunities in every aspect of the life of the College;
- 4 abide by the College's data protection policy;
- 5 actively participate in the appraisal scheme;
- 6 participate in the implementation of and compliance with the provisions of legislation and good practice relating to health and safety;
- 7 carry out work in a manner and framework that is consistent with the College's requirement to safeguard children and vulnerable people;
- 8 Work within the College values.

The scope of this profile reflects the needs of the College at the present time: it is not intended to be a fully inclusive or exhaustive list. The post holder will therefore be expected to work flexibly and to undertake such other duties as may from time to time be reasonably allocated by the line manager. The profile will be subject to continuous review as the needs and requirements of the College change over time.



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Person		Specification:	
Area to be assessed	Essential	Desirable	How this will be assessed
Qualifications	1. Level 3 Management Qualification or Equivalent	1. L4 Management Qualification or Equivalent 2. Recognised Teaching Qualification 3. Internal Verifier and Assessor Qualifications	AF AF AF
Professional development	2. Experience of ongoing professional updating and development in relevant fields.		AF
Knowledge	3. An understanding of the reasons for an Equal Opportunities Policy and how it affects the immediate working environment and relationships with clients. 4. An awareness of safeguarding and how it relates to the work of this post in a further education College. 5. A good understanding of employers' needs for apprenticeship recruitment and major issues facing them and influencing their training requirements for funded commercial solutions.		AF I AF AF I, P

Experience	<p>6. Considerable and relevant sales experience within the FE sector</p> <p>7. Experience of designing and implementation of complex delivery agreements for employers</p> <p>8. Significant experience of successful target driven sales</p> <p>9. Strong track record of managing sales projects and meeting sales targets against measurable outcomes</p>		<p>AF I ;P</p> <p>AF I;P</p> <p>AF I</p> <p>AF I</p>
Skills and Abilities	<p>10. Good interpersonal skills and written and oral communication skills including presentation, strong negotiation and influencing skills.</p> <p>11. Extensive proactive sales techniques</p> <p>12. Excellent customer service and client management skills with the ability to anticipate and meet the requirements of all customers</p> <p>13. Key account management skills</p> <p>14. Strong commercial acumen</p> <p>15. Able to self-motivate, work as part of a team, work on own initiative, prioritise and handle a diverse workload.</p> <p>16. Attention to detail/ commercial and quality awareness</p> <p>17. Excellent administrative and IT skills, including knowledge of Microsoft Office.</p> <p>18. Good organisational skills and high attention to detail.</p> <p>19. The ability to plan and monitor one's own workload, to ensure that deadlines are met.</p>		<p>AF I P</p> <p>AF, I</p> <p>AF I P</p> <p>AF I</p> <p>AF I</p> <p>AF I</p> <p>AF I</p> <p>AF</p> <p>AF I</p> <p>AF I P</p> <p>AF I</p> <p>AF I</p>



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	20. The ability to work effectively as a team member. 21. A flexible approach to work in order to achieve deadlines.		
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Please indicate how these will be assessed: AF (Application form), I (Interview), P (Presentation)