

JOB TITLE:	Academy Sales Executive
JOB HOLDER:	TBC
DATE UPDATED:	27/11/2024
REVISION (HR Office Use):	

1 MAIN PURPOSE OF THE JOB

The purpose of this role is to generate sales for the Academy and CIOB overall, feeding into the Academy Solutions Consultant. The primary function of this role will be to generate B2C sales while also supporting with B2B sales, when necessary. The goal will be to continue to build on the success of the Academy Sales team and aim to increase all previous sales records.

The function will cover a wide range of responsibilities, from supporting the Acquisition team, providing them with specialist insight and knowledge on the Academy portfolio and bespoke training offers, as well as taking ownership of clients during the sales life cycle. The role will seek out, develop and nurture own end client contacts, where appropriate. The long-term goal is for the Academy to develop successful, growing, long-term accounts, while the role is aimed to bring in a minimum £30k within the first 3 months.

2 POSITION IN ORGANISATION

The role will sit within the Academy, and report to and work closely with the Academy Solutions Consultant. There will be no line management responsibilities. The role will collaborate closely with other teams in the CIOB such as the acquisition team along with external customers

3 DIMENSION & LIMITS OF AUTHORITY

N/A

4 SKILLS & EXPERIENCE

- Experience in Sales is essential.
- Commercially minded individual needed to be able to see the potential for an opportunity in every conversation.
- Experience desired in speaking to high level decision makers.
- Must have a proven track record of converting sales.
- Knowledge of the education and construction sector would be preferred.
- Display a driven mentality and be able to tell us how you achieve your targets.
- A strong brand and product sensibility.

- High energy, positive thinking and resilience required for this role.
- Experience with managing a large pipeline both financially and by volume.

5 DUTIES & KEY RESPONSIBILITIES

- Handle a high volume inbound and outbound sales calls to book learners onto courses.
- Focused with hitting business targets, but also able to confidently adjust the micro activities (number of calls/numbers of emails/ number of quotes) required to hit targets
- Selling to businesses of all sizes, the benefits that CIOB Academy can bring to a business's performance through our training services, including design, production and delivery.
- Ensure the training does meet the customer's needs and request feedback on its performance.
- High number of interactions will be required daily, targets to be set upon start.
- Driving sales across all public courses by undertaking sales campaigns by inbound and outbound telephone calls, emails and meetings.
- Proactively looking for other streams of income or ways to drive income through the academy such as LinkedIn, events and data.
- Autonomy to decide on suitable yet appropriate sales methods to get sales across the line.
- Responsible for the individual customer sales by receiving incoming individual leads.
- Bring new ideas to the table to generate income, everything is up for discussion.
- Build and keep long term relationships, both internally and externally, keeping regular contact with key stakeholders.
- Support with sales administration from own sales and the wider team.
- Creating contracts and managing these with your customers which will then need to be uploaded to systems.
- Produce proposals for in-house training solutions and partnerships
- Raising invoices for sales and managing finance systems.
- Build a thorough understanding of our products, the industry and the competitors.
- Maintain close liaison with the operations teams to ensure the delivery of successful course delivery.
- Work closely with the Academy Solutions Consultant to produce data for monthly reports.
- Managing your own pipeline is essential, we will be transitioning to CRM shortly.
- Identify potential customers from various business sources and putting together sales campaigns with marketing and independently.
- Represent the company at relevant events, such as UK Construction Week.
- Knowledge of full Academy Administration as you will expect to help the team when needed.

PART 2: DUTIES & KEY RESPONSIBILITIES

Area of Activity	%
- Generating income	90
- Maintaining adequate records	10

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.

BOTH THE EMPLOYEE AND MANAGER WILL ELECTRONICALLY SIGN THE JOB DESCRIPTION ON PEOPLE HR.