



## JOB DESCRIPTION

|                        |                                                                                                                                                                                                                                                                                                                                                      |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>TITLE:</b>          | Sales Executive                                                                                                                                                                                                                                                                                                                                      |
| <b>GRADE/SALARY:</b>   | £33,115- £35,853                                                                                                                                                                                                                                                                                                                                     |
| <b>DEPARTMENT:</b>     | Commercial Services department                                                                                                                                                                                                                                                                                                                       |
| <b>HOURS:</b>          | Full time 37 hours per week                                                                                                                                                                                                                                                                                                                          |
| <b>RESPONSIBLE TO:</b> | Head of Commercial Engagement                                                                                                                                                                                                                                                                                                                        |
| <b>CAMPUS:</b>         | Please note this role is based at the Langley College Campus.                                                                                                                                                                                                                                                                                        |
| <b>JOB PURPOSE:</b>    | <p>As a member of the Commercial Services Team, you will drive revenue growth by selling short course training to new and existing customers, for The Green Skills Academy.</p> <p>You will deliver an effective and proactive front-line service and support the provision of excellent information and advice to a diverse range of customers.</p> |

**N.B. This job description is current at the date of issue. It will be reviewed annually and may be updated by the principal.**

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**The main duties and responsibilities of the post include the following:**

1. Develop a deep understanding of The Green Skills Academy's services and effectively communicate their value to clients.
2. Identify and pursue new sales leads, manage the sales cycle from initial contact to closing, and meet or exceed sales targets.
3. Engage strategically with potential clients through appropriate channels like LinkedIn Sales Navigator, e mails, phone calls, face-to-face meetings, networking events and trade shows, to pinpoint skills gaps and establish training requirements.
4. Build and maintain strong relationships with clients, understanding their needs and providing solutions.
5. Negotiate terms of sale to convert warm leads and maximise profitability
6. Provide excellent customer service, addressing inquiries, resolving issues, and ensuring customer satisfaction.
7. Maintain call related data and client information on our CRM, set reminders for regular follow up calls to potential and existing clients.



8. Stay informed about industry trends, competitor activities, and customer preferences.
9. Communicate effectively with the Commercial team, to ensure seamless handover of converted leads.
10. Any other duties, tasks and projects commensurate with the grading of this post as may be required from time to time.

**About you:**

- Excellent verbal and written communication skills are essential for interacting with clients, presenting information, and negotiating deals.
- The ability to build rapport, establish trust, and maintain strong relationships with clients is crucial.
- Effective time management is necessary to prioritize tasks, manage sales pipelines, and meet deadlines.
- Proven ability to effectively communicate and collaborate cross-functionally within teams.
- Strong negotiation skills and the ability to identify and resolve customer issues and challenges, to maintain customer satisfaction.
- Experience in developing and implementing data-driven lead generation strategies, resulting in substantial business growth.
- A confident and positive attitude, with the energy and drive to move things forward to exceed sales targets each month.
- The ability to organize and manage workload, sales records, and customer information is essential.
- A thorough understanding of the products or services being sold is crucial for effectively communicating their value and addressing customer inquiries.
- Committed to undertaking training and development relevant to the satisfactory performance of the job as required.



## **NOTE**

The post will be based at one of the current College campuses, but the duties of the job may require the post holder to work at any College campus or other location connected with the work of the College. Travel between the college's main campuses will form a requisite part of this post.

It is the College's policy to establish and maintain a Risk Register and a Risk Management Policy. It is a condition of your employment that you become aware of these documents and that you follow the objectives and procedures of good risk management in your areas of work.

### **The post holder is required to have a commitment to:**

- The continuing development and implementation of the College's Diversity & Equality Policy.
- The management of risk within the College
- The health and safety of staff, students and visitors in general and the College's policies and procedures in particular
- The principles and procedures set out in the College's Safeguarding & Child Protection Policy
- The principles and procedures set out in the Data Protection Policy

## PERSON SPECIFICATION

### Sales Executive

|                                                                                                                              | Essential | Desirable | Source of Evidence |
|------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|--------------------|
| <b>EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS</b>                                                                           |           |           |                    |
| Level 2 Qualification in English (GCSE Grade A – C or grades 9-4 or equivalent) (Please state this in your application form) | ✓         |           | AF                 |
| Level 2 Qualification in Maths (GCSE Grade A – C or grades 9-4 or equivalent) (Please state this in your application form)   | ✓         |           | AF                 |
| Educated to degree level (in any subject area) (please state this in your application)                                       |           | ✓         | AF                 |
| <b>EXPERIENCE</b>                                                                                                            |           |           |                    |
| 2 Years of Sales Experience                                                                                                  | ✓         |           | AF                 |
| Experience of using sales CRMs or databases                                                                                  | ✓         |           | AF                 |
| Knowledge of trade sectors (Plumbing, Electrical etc)                                                                        |           | ✓         | AF                 |
| Demonstrable, up-to-date knowledge of the further educational environment                                                    |           | ✓         | AF/IV              |
| Proven ability to ensure that the highest standard of quality and customer care is achieved                                  | ✓         |           | AF/IV              |
| <b>SKILLS/KNOWLEDGE/ABILITIES</b>                                                                                            |           |           |                    |
| Proven ability to assimilate, interpret and communicate complex information, both orally and in writing                      | ✓         |           | AF/IV              |
| Demonstrable IT skills including Microsoft Word, Excel, Outlook, Internet and ability to work with complex databases.        | ✓         |           | AF                 |
| Proven ability to demonstrate good organisational skills, time management and be able to work towards deadlines              | ✓         |           | IV                 |
| Proven ability to work effectively as a team member and to work with minimum supervision and to prioritise own workload      | ✓         |           | IV                 |
| Proven ability to follow protocols and procedures.                                                                           | ✓         |           | IV                 |
| Proven ability to be methodical and meticulous attention to detail                                                           | ✓         |           | IV                 |

#### KEY:

Evidence of all the elements marked AF or AF/IV must be present in the application form in order to be shortlisted for an interview

All the elements marked IV will be assessed at interview

All the elements marked AF/IV will also be assessed at interview

All or some of the elements may be assessed by the Test/Presentation