

Course and Consultancy

Business Development Specialist

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|---------------|---------------------------------|-----------------|------------------------|
| Job Title: | Business Development Specialist | Reporting to: | Course Booking Manager |
| Department: | Courses | Direct Reports: | |
| Key Contacts: | | Location: | Darlington |
| Date Created: | Dec 13 | Date Revised: | Dec 2022 |

Job Purpose

To work as part of a team to generate interest in Cogent's Competence and Compliance courses and consultancy portfolio, leading to customer meetings and bookings. Providing first class quality customer service to help to achieve sales in line with company targets, you will work as part of a team to contact customers following marketing campaigns/ strategy; incoming calls; course expiry dates to gain interest in Courses and Consultancy products and work with existing customers to support their skills needs through meaningful conversations about skills and further useful high quality Cogent solutions.

Key Accountabilities

- To work as part of a team to ensure that Business unit sales targets are met, and that excellent customer service is achieved
- To work with the Course Booking Manager to understand the course and consultancy offer content and usp's and how courses are to be delivered, targeted and populated
- To create strong employer relationships leading to continued sales and provide feedback on employer requirements
- To use the Company CRM and information from Click D (marketing software) to contact customers following marketing campaigns to gain interest in bookings/sales for Courses and consultancy
- To achieve KPI's relating to number of customer contacts and conversion rates in order to create the volume of activity to achieve the targeted sales
- Utilise social media in line with company policy to engage employers and generate sales
- Work within the operations sales team to help to understand the customers, including;
 - Company research and profiling
 - E mail campaigns follow up
 - Mail shot follow up
 - Follow up calls after courses
- Maintenance of the customer contact and relationship management systems, ensuring accuracy at all times
- Participate in role play days and objection handling days, contributing to the creation of key selling strategies for each courses
- Attendance at exhibitions, conferences, trade shows manning Academy/Cogent stand when necessary

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- Support other members of the operations team
- Support the production of regular sales reports
- Assist in general administration duties when required in order to meet KPI's and targets.

Key Performance Indicators

- All KPI's are successfully met
- Targets relating to conversions of enquiries are met.

Knowledge Skills and Qualifications

- Experience in working in a business development/ sales team/sales environment
- A self-starter with good organisational skills, and the ability to engage with people of all levels
- Previous experience of achieving KPI's and targets in a business development environment
- A creative approach to customer engagement, with innovative approaches to maximising potential sales
- A strong communicator with the ability to negotiate and motivate, resulting in positive results
- Demonstrated ability of using CRMs' and other office products an advantage
- Strong interpersonal skills – an effective ambassador
- Ability to prioritise tasks and work under pressure
- Willing to travel to external sites and attend events out of hours (usually only 3 or 4 times a year)
- Understanding of the Science and technology/ COMAH sector and its skills issues an advantage

NOTE: This job description is not intended to be all inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organisation.

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