

Business Development Specialist- Vacancy

Job Purpose

Cogent have an exciting opportunity within their Newton Aycliffe team. The successful candidate will work as part of a small team to generate interest in Cogent's Competence and Compliance courses and consultancy portfolio, leading to customer meetings and sales bookings and will provide first class quality customer service to help to achieve sales in line with company targets. They will work as part of a team to contact customers following marketing campaigns, to gain interest and bookings/sales for Courses and Consultancy products and work with existing customers to support their skills needs.

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
- 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 sales, 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 IT, CRM's and other office products
- Strong interpersonal skills – an effective ambassador
- Ability to prioritise tasks and work under pressure, willing to work flexible hours in-line with business needs
- Willing to travel to external sites and attend events out of hours if required
- Understanding of the Science and technology/ COMAH sector and its skills issues an advantage

We Care



We Welcome



We are Enterprising



Remuneration Package

- Salary circa £25,000 - £30,000 per annum dependent on experience
- Full time permanent role
- Pension – 6% company contribution
- Life Assurance
- 28 days holiday plus 8 bank holidays (FTE)
- Opportunity to buy-back 5 extra days annual leave (FTE)
- Optional Private Health Care package
- 4 days in the office – 1 day working from home
- Employee Assistance Programme
- Bonus Scheme
- Aspire Award Scheme
- On-site parking
- Long Service Awards
- Company Events
- Gym Discount
- Training & Development

Cogent is committed to Safeguarding and promoting the welfare of children and young people and expects all employees to share this commitment.

To apply please click on the below link

<https://www.cogentskills.com/about/work-for-us/>

Please complete an application form and send it together with a letter of application and your CV to human.resources@cogentskills.com by 11th April 2023 outlining your suitability for this post and how you would ensure success. Interviews will take place via Teams Meeting/Zoom.

If you haven't heard back from us within 21 days of your application, it means that unfortunately your application has been unsuccessful on this occasion.

Websites: www.cogentskills.com

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