# Job Title: Client Solutions Executive

**Department:** Firebrand Commercial

**Location:** Home Based

**Salary: Competitive**

**Contract:** £30,000 - £35,000

**Reporting to:** Sales Operations Manager

**Role summary:**

The Client Solutions executive will lead the business development activities for the technology sector, by generating revenue opportunities within the sector.

As a Client Solutions executive (CSE), you’ll be the first point of contact with prospective clients. Your role is to engage leads, spark interest, and qualify opportunities for the Enterprise sales team. This is a crucial, fast-paced role that blends research, outreach, and relationship building. You’ll work closely with the sales teams to identify the right people, deliver compelling messaging, and help move leads through the pipeline.

With a strong knowledge of the sector, they will be able to build lasting relationships with clients through a consultative approach that can demonstrate alignment to the businesses' goals and a long-term return on investment.

**Background:**

As a Client Solutions executive (CSE**)**, you’ll be at the front line of our commercial growth efforts focused on identifying, engaging, and qualifying new business opportunities. This is a key top-of-funnel role where you’ll help build a strong pipeline of potential clients for BPP Education Group’s portfolio of professional and technology-focused learning solutions.

You’ll work closely with our Account Directors and marketing teams to generate leads, start conversations with prospective clients, and book qualified meetings that drive commercial outcomes.

**Key Responsibilities:**

**Lead Generation & Prospecting**  
Research and identify key contacts within target organisations across a number of sectors. Build a high-quality prospect list using tools like Zoom info, LinkedIn and CRM systems.

**Outbound Engagement**  
Conduct outreach via email, phone, and social channels to engage decision-makers (HR, L&D, Talent, Tech leads). Introduce BPP’s offering and build interest in our learning solutions.

**Qualifying Opportunities**  
Assess prospect needs, gather relevant information, and qualify leads based on fit, timing, and readiness. Book meetings and discovery calls with senior decision makers, C-Suite or economic buyers for the commercial technology team.

**Campaign Execution**  
Work alongside Marketing to execute lead generation campaigns, following up on leads, sharing thought leadership content, and nurturing prospects through the early stages of the buyer journey.

**Market & Industry Awareness**  
Stay informed on trends in technology, skills development, and workforce transformation. Use this insight to personalise messaging and understand the challenges our clients are facing.

**CRM & Pipeline Management**  
Maintain accurate records of outreach activity and lead status in the CRM (Salesforce). Track performance against KPIs and continuously improve based on feedback and results.

**What You'll Do**

* Conduct outbound prospecting via email, phone, and social channels (LinkedIn, etc.)
* Respond promptly to leads and qualify their interest and fit
* Book discovery calls for Account Directors
* Use tools like LinkedIn Sales Navigator, and intent data platforms to identify and engage leads
* Collaborate with marketing on campaigns and messaging that resonate with target audiences
* Maintain detailed activity records in our CRM system (Salesforce)
* Continuously test, learn, and refine outreach strategies
* Stay up to date on industry trends, competitors, and product updates

**Knowledge, Skills and Experience required:**

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| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Qualifications** | 1. GCSE English at grade 4 or above | Degrees in **business, marketing, communications, or technology**  Alternatively, completion of **relevant apprenticeships or vocational programmes**  Any relevant **certifications** |
| **Experience** | * 0–2 years in a **sales, customer service, marketing, or lead generation role** * Previous experience in **tech, education, SaaS, or B2B environments** is advantageous. | Familiarity with **CRM tools** (e.g. HubSpot, Salesforce), or LinkedIn Sales Navigator |
| **Knowledge and Skills** | * Interest in **technology, education, or skills development sectors** * Strong communication (verbal and written) * Resilience and comfort with outbound calling/emails * Curiosity and willingness to learn * Organisational and time management skills * A growth mindset and motivation to build a career in sales * Polite, professional and presentable |  |
| **Values** | * Strong work ethic * Student and client centric * Ownership and accountability * Team orientation * A disciple for BPP vision and values |  |