

**BPP Job Description**

**Job Title Sales Executive**

**Department Contact Centre**

**Location Home and office based**

**Additional details**

**Travel requirements (if applicable):**

**Contract type Full time and permanent**

**Hours of work 37.5**

**Reporting lines Sales Team Manager**

**Job Purpose**

You have one of the most important jobs at BPP. Every day you will be converting new business by finding that key BPP USP that’s going to delight a potential client. You’ll thrive on identifying clients’ needs and matching them to our products to give a best-fit solution to ensure they provide their employees with the skills gaps they need to enhance their careers.

You’ll love targets and the rewards they bring, and you’ll always put the customer’s needs first for a win-win outcome. You will be doing this by following up on leads and developing new business.

**Key Responsibilities**

**Your main responsibilities:**

* Achieving contact conversion and revenue targets by matching our programmes, products and services to the needs of the client
* You will be targeted on bringing on new clients, you’ll do this by working closely with our Business Development Executive team through LinkedIn, leads, pre-qualified leads and outbound campaigns
* Uncover new business or upselling opportunities from our wide portfolio of products with new or lapsed Clients
* Using prospecting sales techniques to seek out new opportunities and generate your own business within a high performing sales team
* Confidence and ability to pitch in virtual client meetings and showcase how we can support the client in retraining and retaining talent
* Advising clients on how they can best utilise their levy contribution or alternative funding options which may be available
* Converting student enquires into sales by identifying their needs and matching our programmes to give a best-fit solution
* Upsell Apprenticeship to standard Fee Payers
* Enrolling customers as well as Inputting student booking into the system and taking payments over the phone
* Working with the lead qualifying team to convert qualified leads into bookings and Recording details of all lead in the lead management system
* Communicate with employers through various technical means including V2V, LiveChat, Email, LinkedIn
* Recording and sustaining up to date client information as per BPP’s Gold Standards practice, by ensuring all communication is housed centrally in our CRM
* Awareness of pipeline reporting and the ability to provide projections/sales reports on your current/expected results to Senior Sales Manager as and when requested
* Work with the contract manager to provide your clients with any nonstandard contract requests and the ability to explain it
* To share best practice with colleagues within and outside the department
* To keep up to date with any changes to BPP’s products/services or processes/procedures which affect the operation of customer service
* Reporting system inconsistencies to a team manager and the IT/system support team
* Undertaking any other duties effectively, as required by Management

**Skills, experience & qualifications required - Essential**

**Essential**

* Minimum of 1 years’ experience working within a B2B/Sales environment
* Minimum 5 GCSEs at Grade C or above
* Target and sales driven and comfortable being measured on these
* Well organised and self-disciplined with the ability to work quickly and calmly under pressure
* Able to build good working relationships across all levels
* Able to demonstrate individual accountability
* Self-motivated with an ability to deliver on sales
* Experience of working within strict KPIs
* Attentive to detail and dedicated to quality
* Excellent organisational and time-management skills

**Desirable**

* Previous experience of using Salesforce
* Sales Account Management experience
* Involvement with the production of client contracts
* IT literate and competent with databases and spreadsheets