

Sales Development Representative

Reporting to: Business Development Manager

Position based

Salary Band: £23k - £25K plus bonus OTE £33-35k

Hours: Full Time (part time working would be considered)

Holidays: 25 + all bank holidays, Birthday off, Christmas Shopping Day

Benefits: Westfield Health Scheme

Purpose of the Role

To support the Business Development Team to develop and win new business clients for Apprenticeships, Funded Training Courses and Commercial Courses, through strategic lead generation campaigns. To demonstrate a consultative, proactive approach in understanding a client's needs around organisational development and training. This role works closely with, and reports into, the Business Development Manager and will also support the wider sales team.

Key Responsibilities

- Appointment setting with new businesses through the use of social media outreach, email marketing and telemarketing
- Canvass businesses on a daily basis via cold and warm calls
- Qualify sales leads against eligibility for our portfolio of funding streams
- Develop and maintain a pipeline of prospective clients to agreed targets, developing, and executing a compelling approach to convert prospects into new business opportunities
- Demonstrate a consultative, proactive approach in both establishing and understanding a client's needs and providing solutions which lead to new business engagement confirmed appointments
- Maximise commercial opportunity against agreed training days and current commercial portfolio
- Identify new business opportunities from diverse sources to develop new income streams.
- Develop excellent customer relationships externally and internally
- Maintain and regularly update personal knowledge of funding, products, company, and all quality processes required to deliver excellent business opportunities
- Maintain a cost-effective approach ensuring objectives are reached without unnecessary expenditure.
- Complete all necessary reporting to keep line management and the wider business informed of the activities and progress towards achieving business wins.
- Proactively seek out and convert new business through a range of mediums including
- telemarketing, email marketing and direct response marketing (email, social messaging, physical
- mail and other methods)
- Assimilate and understand a job brief
- Contribute to and implement sales process and methodologies
- Adhere to use of a CRM system and workflows
- Cultivate referrals through networking online and (occasionally) offline e.g., at networking events

Essential Criteria Required

- Proven track record in a similar business development environment with transferable skills.
- English and Math's GCSE, A Level or Equivalent and good knowledge of Microsoft Office including Outlook, Excel, and Word
- A professional appearance and the social skills necessary to deal with a range of clients along with the self-confidence and stature to represent Total Training Provision at all times



- Ability to prioritise and work under pressure with good time management
- Be Agile and forward thinking to reactive to the needs of the business

Desirable Criteria

- Knowledge of Government Funding, Apprenticeships and Work Based Learning