



## JOB DESCRIPTION

|                |   |  |
|----------------|---|--|
| POST TITLE     | : | Sales lead Generator for Business                        |
| SALARY         | : | Up to £28,423  |
| RESPONSIBLE    | : | Head of Fitness Evolution & North West Business Training |
| CLOSING DATE   | : | 5.00pm, Wednesday 8 January 2025                         |
| INTERVIEW DATE | : | Thursday 16 January 2025                                 |

### **Main Purpose of the Post**

Are you target driven, pro-active, and ready to work within a fast-paced environment? We're on the look-out for highly motivated and passionate sales professional who can build relationships and rapport with customers from Construction, Engineering, Sport & Fitness, Business, Health and science sectors. Within this role you will be involved in the sales cycle from start to finish working towards engaging new and existing businesses in taking up College courses. You will utilise your knowledge of effective sales and relationship building to ensure all courses and apprenticeship targets are achieved.

### **Responsibilities**

1. Follow the entire sales process from enquiry, through to delivery and beyond, with a dedicated approach to your customers and our products
2. Build and maintain excellent customer relations and rapport, leading to the delivery of an outstanding customer experience which assures the success and longevity of professional relationships with our customers and employers
3. Utilise effective negotiation skills, with an advanced knowledge and successful experience of sales, offering sought-after products to our satisfied customers, who repeatedly return to us for their business needs
4. Engage with new and existing contacts and employers to promote Burnley College courses.
5. Being pro-active with your pipeline by maintaining contact with businesses
6. Proactively making a high volume of calls and visits to the customers on a daily basis
7. Meeting and exceeding recruitment targets on a monthly basis. This will include self- management of daily KPIs
8. To assure full compliance with key policies, notably Single Equality, Health and Safety and Safeguarding
9. To carry out such other duties as the principal may reasonably require



**HOURS:**

37 hours per week. A flexible approach to the working hours is required, in line with the needs of the College.

# PERSON SPECIFICATION

**POST:** Sales Lead Generator for Business

| <b>QUALIFICATIONS</b>   |  | <b>Essential/<br/>Desirable</b> | <b>To be<br/>identified by:</b> |
|-------------------------|--|---------------------------------|---------------------------------|
| 1                       | GCSEs in Maths and English at grade C or above (now grade 4 – 9)   | E                               | Application form                |
| 2                       | Good general education including a qualification to at least level 3 and/or be willing to work toward a relevant Level 3 qualification   | E                               | Application form                |
| <b>KNOWLEDGE/SKILLS</b> |  |                                 |                                 |
| 1                       | Strong initiative, self-motivation, drive and discipline, developed in previous work experience  | E                               | Application form/Interview      |
| 2                       | Knowledge of how to build effective relationships with customers, to fully understand their business and its needs, secure sales and deliver on promises   | E                               | Application form/Interview      |
| 3                       | Possess the confidence to cold call and create business opportunities  | E                               | Application form/Interview      |
| 4                       | Outstanding customer service skills, including excellent written and verbal communication skills, with all levels and types of organisation  | E                               | Application form/Interview      |
| 5                       | Excellent IT, numeracy, organisation and planning skills   | E                               | Application form/Interview      |
| 6                       | Ability to effectively report data and the confidence to present to senior management  | E                               | Application form/Interview      |
| 7                       | Awareness of Safeguarding Legislation  | D                               | Application form/Interview      |
| <b>EXPERIENCE</b>       |  |                                 |                                 |
| 1                       | Successful experience in target-driven, commission-based sales roles, where targets were met and exceeded  | E                               | Application form/Interview      |
| 2                       | Proven track record of creating new business leads and building successful, positive business relationships, which have the longevity to continue to provide the College with commercial opportunities | E                               | Application form/Interview      |

|   |   |   |                            |
|---|---|---|----------------------------|
| 3 | Proven track record of successful cold calling, leading to the continuation of current, and the generation of new, business | E | Application form/Interview |
| 4 | Experience of Microsoft Office applications   | E | Application form/interview |

**PERSONAL**

|   |   |   |                            |
|---|---|---|----------------------------|
| 1 | Commitment to the delivery of excellent support to our students and employers   | E | Interview                  |
| 2 | A competitive approach which lends itself to achieving and succeeding targets, alongside a cooperative approach that helps colleagues do the same | E | Interview                  |
| 3 | Honesty, integrity, tenacity and determination, taking pride in achieving high targets  | E | Application form/Interview |
| 4 | Excellent communication and customer service skills   | E | Application form/Interview |
| 5 | Good teamworking skills and commitment to teamworking   | E | Application form/Interview |
| 6 | Full current, clean driving license with full access to your own vehicle  | E | Application form/Interview |
| 7 | Enthusiasm for the role of further education in building and changing lives   | E | Application form/Interview |

**STANDARD COLLEGE REQUIREMENTS**

|   |   |   |   |
|---|---|---|---|
| 1 | Commitment to College’s Single Equality and Health & Safety Policies  | E | Interview   |
| 2 | The College is committed to safeguarding and expects all staff to share that commitment   | E | Application form/<br>Interview/DBS/<br>References |
| 3 | Regular and Reliable Service<br>(the College does not wish to appoint individuals with a high sickness record where there is no underlying medical reason)* | E | References/Occupational<br>Health Assessment      |

*\*Note this does not affect any individual’s rights under the Equality Act. The College wishes to promote the recruitment of disabled staff and would endeavour to make reasonable adjustments where practical. Disabled applicants who meet the essential criteria will be guaranteed an interview.*