

Job Description

Training Insight Sales Executive

Job Title: Training Telesales Executive
Reports to: Training & Marketing Manager
Location: Milan Office
Band: Training & Marketing

Purpose of the position

- To sell BSI products and services to new and existing customers across a defined BSI product suite. (Training).
- Responsible for identifying and managing sales opportunities, building an in-depth understanding of a client current and future business needs and drivers.
- To position the BSI value proposition, how BSI products and services can enable organisations to improve by Making Excellence a Habit
- Deliver sales excellence by managing every step of the sales process to a successful conclusion

Key responsibilities & accountabilities.**Sales Process:**

- Proactively network with existing customers to sell additional BSI products.
- Identify new prospects to grow the BSI customer base through targeted calls to generate sales revenue in line with new business targets.
- Execute BSI sales process to investigate, explore and understand customer needs in order to sell relevant products/services.
- Investigate relevant resource required and provide a timeline for delivery to meet customer order & solve any customer issues.
- Routinely review sales activity and quality KPIs, based on sales ratios to plan future sales activities to deliver on financial and activity targets.

Sales Tools:

- Manage potential through account and opportunity management to develop solid pipeline. Produce accurate sales forecasts in a timely manner.
- Effective use of price book and tools to propose main products and services.
- Use relevant sales/product collateral to illustrate how a range of BSI products meet identified customer needs.
- Accurately and effectively applies standard, commoditised, T&Cs.
- Accurately record sales and order information in the CRM.

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Product Knowledge:

- Able to apply product features and benefits to customers' needs in order to win business.
- Able to apply knowledge of competitors to explain the full business advantages of BSI products

Sales Skills

- Possess a deeper and wider knowledge of the products/services of BSI and their application to specific customer sets. Use reporting function of sales tools to aid account management and new business development.
- Strong telephone communication with customers. Ability to create effective proposals, and produce presentations to customers.
- Accurately define requirements, including buying process, budget, positioning vs competition and actual circumstances which positively affect potential sales. Ability to identify further and future opportunities.
- Able to question effectively to gain a deeper understanding of customer needs to identify up-selling opportunities. Able to provide a range of targeted solutions to the customer.
- Accurately summarise customer needs. Identify BSI product or service. Get customer agreement to price and delivery.
- Ability to handle objections. Use knowledge and experience to provide an answer. Gain customer commitment before progressing. Identify high impact issues for customer, give up on those with low value to BSI. Ensure understanding of business and personal value of BSI product/service to the customer.

Sales Management

- Able to plan on a short term basis (1-3 months) to achieve immediate performance goals.
- Ensure area of responsibility is delivering to plan. Identify & propose changes/solutions to drive & increase targeted delivery.

Key Results Areas

Commercial Awareness

- Articulates to clients the value of using the portfolio of BSI products and services to meet their needs
- Engages clients on stated interest in other BSI products and solutions to qualify their needs
- Hands over qualified leads to the appropriate BSI sales team
- Understands the revenue and gross profit impact of activities in which they are engaged / responsible

Customer Focus

- Interprets and uses the information about customer needs and expectations to solve problems and add value
- Has an awareness of the market and industries in which their customers operate
- Demonstrates quality and reliability in their own work to meet customer expectations in everything they deliver

Operational Delivery

- Monitors delivery and performance, proactively identifies performance gaps and makes improvements to meet BSI’s standard of excellence
- Communicates with peers, customers and stakeholders in a manner that engages and motivates them to achieve objectives
- Capably applies appropriate tools and skills to deliver to BSI’s standards of excellence
- Uses the relevant BSI systems to plan and execute delivery and to improve operational performance
- Can explain the compliance requirements and standard of excellence to peers and stakeholders

Knowledge, Experience and Qualifications

- Degree level, equivalent education or proven experience of sustained over achievement in a new business sales environment;
- Excellent verbal and written communication skills as well as good interpersonal skills;
- Proven track record of significantly exceeding targets and expectations;
- Proven ability in closing business to business sales and winning new customers;
- Excellent sales, negotiation and presentation skills;
- Demonstrable self-sufficiency in sales activities;
- Entrepreneurial relationship and business development skills;
- Ability to successfully encourage the customers to expand product range;
- Ability to develop executive level relationships and engage with the customer to establish an understanding of their business drivers and how BSI can enable them to become more efficient;
- Able to communicate complex technical issues;
- Excellent organisational and problem solving skills;
- Self-motivated and adaptable to be able to work with minimal supervision;
- Clear understanding of modern selling techniques and ability to use them;
- Experience of working in a KPI driven environment.

Key performance indicators

- | | |
|--|----------------|
| • 70% forward programme revenue booked | 1 months ahead |
| • Target GP Public | 70% |
| • Discounts | <5% |
| • Av delegates. per course public | 5+ |
| • Course cancellation | <10% |

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Excellence Behaviours

The BSI Excellence behaviours reflect our vision of making excellence a habit and define the behaviours that our employees must demonstrate in order to make that a reality. BSI's excellence behavioural model has been especially developed with the input of BSI employees to define what is expected of BSI employees at all levels in terms of behaviour. The excellence behaviours focus on "how" something is done not "what" is being done and support and underpin the BSI values and wider Credo.

- Customer Focus

I put internal and external customers at the centre of my thinking

- Accountability

I take ownership and responsibility for my actions, objectives and outputs

- Respect

I build trust-based relationships to deliver in my role

- Communication

I build personal credibility and interact effectively with others to deliver our organizational objectives

- Achievement

I deliver results and create value

- Leading and Managing Others

I lead, engage, develop and empower my team to achieve our individual and team goals that support the business strategy