

Sales Executive

Job description

Job title:	School Development Executive
Reports to:	Head of Relationship Management
Responsible for:	No direct reports.

Overview of SSAT:

Schools can be the most inspiring communities on earth, but there can be many pressures that stifle their potential. SSAT is a membership organisation enabling ambitious schools to break through by thinking differently. We help with our knowledge of what works in schools, our world leading CPD programmes and our thriving networks of school leaders and teachers – the most extensive in the country.

At SSAT we're committed to:

- Putting customers first and knowing our members well
- A membership offer that's highly relevant and value for money for all schools
- Providing high-quality professional development programmes in areas including leadership, teaching and learning and curriculum
- Developing a high-performing, enthusiastic team who collaborate to maximise the knowledge and skills of all colleagues

To work at SSAT you should be committed to:

- Working together to achieve the organisation's objectives
- Contribute to and follow SSAT processes and systems to put our customers, schools and teachers first

The role of Sales Executive

Reporting to the Head of Relationship Management, the sales executive will play an important part in driving forward SSAT schools' membership by engaging and recruiting non-member schools into the network.

By identifying the needs and challenges of our schools, and with a consultative approach, you will be able to advise on potential CPD opportunities to support your schools, and contribute to SSAT's revenue generation.

Delivering high quality follow up and customer service will be crucial to developing those connections, and an ability to spot potential lead generation will be key to this role's success.

Working a team of sales executives and relationship managers, this role will contribute to the sales strategy and non-member marketing plans, while also having the opportunity to represent SSAT at national events.

The team will be responsible for securing new member targets, and will lead on promoting the sales process internally within SSAT.

Whilst a background in educational is not essential, you will need to be a fast learner in order to understand key aspects of the school system and current landscape, and maintain that knowledge by keeping up to date with new developments.

The role is office based with travel to customers as necessary.

Objectives and Responsibilities:

- Achieve annual individual and team sales revenue targets
- Build good relationships with established clients and prospective new clients via email and over the phone.
- Follow up, negotiate and close client leads into sales, and where required generate new leads as sales potential.
- Ensure the CRM system is up to date with current status of opportunities.
- Gather market intelligence and use it to contribute to new and existing product development
- Collaborate with colleagues across the business to ensure high quality fulfilment of all sales
- Promote SSAT membership to new or lapsed schools
- Successfully contribute to our new member schools annual target
- Generate sales for SSAT CPD opportunities for schools as standalone items or bundled packages as appropriate
- Responding to all relevant incoming customer communication in a professional and timely manner, focussing on producing a positive outcome for the customer
- Record all client, prospect and deal information on CRM system, and ensure the data on the system is up to date
- Keep abreast of education news and policy, and maintain up to date knowledge of SSAT products
- Contribute to the ongoing development of the sales strategy and communicating progress of the team
- Provide reports as required on the status and progress of sales
- Work closely with other teams in the organisation to drive forward and raise the profile of the sales teams aims and objectives
- Attend major SSAT and other exhibitions where SSAT has a stand or other notable presence with a view to selling across the whole SSAT portfolio as required

Person Specification

Essential

- Relevant experience gained in any commercial area involving contact with customers or the general public
- Proven track records of consistently delivering and / or over achieving sales targets
- Self motivated with a results-driven approach
- Good general understanding of sales techniques
- Excellent written and verbal communication skills
- Excellent customer service and negotiation skills, fast learner and a passion for sales

- Competence and experience in Microsoft Office and a Customer Relationship Management system

Desirable

- Experience of successfully selling membership and/or CPD/training products to schools
- Knowledge and awareness of current English school landscape.
- Professional social media skills – using Linked In and Twitter, in particular - for professional purposes.

This job description is not exhaustive and you may be required to undertake other tasks as required