

Job Description

Business Development Executive



Role Details

Role title	Business Development Executive
Department	Member and Customer Engagement
Reports to	Member and Customer Engagement Manager
Line manager for	N/A

Vision and Mission

Vision

As the pioneering workplace and facilities management body, our vision is to drive change for the future. To be the trusted voice of a specialist profession recognised, beyond the built environment, for its ability to enable people to transform organisations and their performance.

Mission

We empower professionals to upskill and reach their potential for a rewarding, impactful career. We do this by advancing professional standards, offering guidance and training, developing new insights and sharing best practice.

The company has a strong culture based on our values

- Confident and Bold
- Human and Inspiring
- Knowledgeable and InSync
- Active and Energetic

Social Value

We are a Disability Confident employer, Investor in People accredited and Living Wage employer. We offer charity days along with paid for social events and make efforts to reduce our impact on the planet.

Job Purpose

The purpose of the role is to generate revenue through the acquisition of new members and the selling of training and qualifications to prospective learners and delegates. Often as the first point of contact following an initial enquiry or campaign, this role is responsible for initiating and converting relationships with individuals looking to progress their careers through qualifications, training and membership. This role will suit a supportive, target driven sales professional with excellent standards of customer service. A full understanding of the Institute's product portfolio will be used to 'upsell' and maximise commercial

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opportunities across the full range of products and services, as well as retaining existing members through valuable engagement and sales activities

Key Accountabilities

- Undertake multi-platform research to prospect and qualify new leads.
- Manage a programme of sales interventions (phone, email, linked-in etc.) in order to convert sales leads against agreed targets.
- Develop, recommend and deliver tactical responses to convert leads generated by top of funnel marketing campaigns.
- Create and manage opportunities in CRM and ensure these are updated and reported to reflect progress.
- Gain and maintain deep product knowledge of IWFM's portfolio in order to advise potential members on appropriate membership/training. course/qualification to support their professional development.
- Conceive, recommend and deliver tactical plans with IWFM's approved training centres to convert studying members into IWFM members after their period of study.
- Regularly provide financial reporting updates from agreed opportunities/activity against agreed targets.

Technical Skills

- Adept in MS Office & MS Dynamics

Behavioural Skills

- Self-driven, results-oriented with a positive outlook, and a clear focus on high quality and sales delivery
- Hungry for commercial success
- Can deal effectively with pressure and enjoys challenge
- Persistence and can-do attitude
- Organised and able to co-ordinate workload across teams
- Credible, and comfortable in dealing with senior executives
- Reliable, tolerant, and determined. Empathic communicator, able to see things from the other person's point of view
- Keen for new experience, responsibility and accountability
- Keen to challenge and initiate change

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Role Specific Requirements

- Ability to assess, target and contact potential customers using data driven research and analysis techniques
- Experience of utilising MS Dynamics to drive sales activity
- A supportive and developmental approach to sales acquisition and conversion
- Confidence dealing with all levels of (internal and external) stakeholders
- Excellent negotiation and persuasion skills

Professional Qualifications/Accreditation and Experience

- Experience of working in a targeted sales environment
- Experience of working in a customer-focused environment
- At least three years relevant experience in a similar industry