



it all starts with you™  
**INTERNATIONAL  
WORKPLACE**

# It all starts with you™

Careers with International Workplace

## **Business Development Executive**





# Making a difference

International Workplace is a learning solutions provider, established in Cambridge in 1995. We work in partnership with renowned employers in the UK and internationally, using our expertise in the discipline of workplace management to help them manage their people and places.

## About us

A leader in learning technologies, we deliver expert digital content that promotes and fosters learner engagement, providing employers with data, insight and analysis to track and improve individual and corporate performance.

Our award-winning work has been recognised for its innovation, the value it adds to clients, and its focus on the learner experience.

Trust lies at the heart of what we do. Our content is authoritative and credentialed: we are a licensed training centre for IOSH (health and safety) and ILM (leadership and management). Our systems are robust and reliable: we are accredited to the ISO 27001 Information Security Management standard, and all our solutions conform with data and privacy best practice.

Ultimately, we believe in the power of people – our own colleagues, and the people we work for – encapsulated in our strapline: *It all starts with you™*.

A Living Wage and Disability Confident Employer, we are also a signatory to the eLearning Manifesto – a recognised industry standard for good practice. Our innovative approach to eLearning has been recognised with a number of prestigious award nominations and we are committed to excellence in the design and delivery of our learning solutions.



## Do you have what it takes?

We have invested heavily in learning technologies and have ambitious plans to generate profitable new revenue streams from digital services in the UK and internationally.

Our expertise in delivering innovative digital services has won us accolades in recent years. We now need to monetise our investment to ensure our existing clients can benefit from our success, and to bring our products to a wider commercial market.

For this key role, we are looking for a Business Development Executive who will have the ability to build effective peer-to-peer relationships predominately with new clients, adopting a consultative approach in order to generate high value profitable new revenue streams.

We want to achieve more awards success in 2019 – do you want to be part of the team that achieves that?



# Job description

**Job title:** Business Development Executive

## What we are looking for

High earnings potential for a proven business developer with experience of relationship selling in the B2B sector. You must have excellent prospecting and closing skills and the drive to grow existing accounts and acquire new clients. Degree-level education and a keen interest in technology an advantage.

## Role summary

<b>First 3-6 months</b>	The role will be focused on identifying and developing business from approximately: <ul style="list-style-type: none"><li>• Existing accounts: 40% of the time</li><li>• New Accounts: 60% of the time</li></ul>
<b>After 6 months</b>	This will gradually change to: <ul style="list-style-type: none"><li>• Existing accounts: 20% of the time</li><li>• New Accounts: 80% of the time</li></ul>
<b>Role revenue target</b>	£600,000 annually, £50k per calendar month
<b>Target client</b>	<ul style="list-style-type: none"><li>• Corporate businesses only</li><li>• The role will require the individual to establish and build relationships with L&amp;D or H&amp;S Directors (and equivalent roles)</li></ul>
<b>Sales cycle</b>	Approximately 3 – 6 months
<b>Profile</b>	This individual has to be able to hit the ground running, to make a quick impact, so they need to be experienced in selling and effective at generating and converting their own leads. They must be effective at working autonomously. GCSE (or equivalent) Maths and English level C or above are required, ideally education to degree level.
<b>Based at:</b>	Westwick, Cambridge
<b>Reporting to:</b>	Head of Sales
<b>Salary:</b>	Up to £28k basic per annum, plus performance-related reward (OTE £50k)
<b>Duration:</b>	Permanent
<b>Hours:</b>	37.5 hours per week, 08:30-17:00 Mon-Fri with an hour for lunch.
<b>Benefits:</b>	We offer an attractive benefits package that includes 24 days' holiday (which rises with service) plus bank holidays and a holiday purchase scheme.



## Role functions

- 1. Meet sales target and other Key Performance Indicators**
  - Including the weekly behaviour targets outlined below
- 2. Develop existing accounts**
  - Working in partnership with the Head of Sales and team members
  - Expand relationships within existing accounts both through phone and face to face contact.
  - Establish trusted advisor status with accounts
  - Proactively identify, manage and convert new sales opportunities.
- 3. Open up new accounts where International Workplace does not have an existing relationship**
  - Identify key clients to develop as part of company sales strategy.
  - Consistently be working on building new effective relationships both through phone and face to face contact.
- 4. As part of 1-3 this will require the person to:**
  - **Generate their own leads** both with existing and new accounts through a combination of different prospecting activities including LinkedIn and attending relevant networking events.
  - **Schedule and conduct sales meetings** with prospective clients, conducted on the phone and in person.
  - **Write high quality proposals.**
  - **Give presentations and run demonstrations.**
- 5. Conduct competitive research**
  - To understand key information about competitors to International Workplace which could include information on their products and services, how they are positioning themselves, their messages and pricing
- 6. Working effectively with internal International Workplace teams including:**
  - Client Services Team
  - Development Team
  - Trainers and Consultants
  - Finance Team
- 7. Reporting and measuring their performance** based on company KPIs.
- 8. Weekly sales pipeline and forecast** data produced in a timely manner.
- 9. Weekly Sales report** prepared for close of business Friday and covering weekly results, wins, losses, learning and results of campaigns
- 10. Travel to prospective clients** mainly in the UK, some international travel may be required.



## Behavioural expectations for developing new and existing accounts

**Phone calls:** 15 new prospect conversations per week

**Meetings:** 10 face-to-face meetings per month

These numbers and activities may be revised over time.

## Person specification

Essential	Desirable
<b>Skills</b>	
<ul style="list-style-type: none"><li>• Effective at building relationships</li><li>• Effective questioning</li><li>• Good listener</li><li>• Effective oral and written communication</li></ul>	<ul style="list-style-type: none"><li>• Decisive</li><li>• Assertive</li><li>• Influential</li><li>• Deals with conflict</li><li>• Attention to detail</li><li>• Creative problem solving</li><li>• Technologically proficient</li></ul>
<b>Experience</b>	
<ul style="list-style-type: none"><li>• Experience in generating own revenue streams e.g. 'cold approach'</li><li>• Dealt with people at all levels</li><li>• Maintained and built relationships with senior decision-makers in existing accounts</li></ul>	<ul style="list-style-type: none"><li>• Good understanding of technology solutions</li><li>• Has developed sales/account plans</li><li>• Experience in consultative selling, uncovering client needs and matching solution to their needs</li><li>• Experience of dealing with high profile corporate clients</li><li>• Expand existing accounts</li></ul>

## Attitude

Essential	Desirable
<ul style="list-style-type: none"><li>• Ambitious and driven</li><li>• Takes personal responsibility for activities and results</li><li>• Peer to peer attitude with clients/senior decision makers in medium and large companies</li><li>• Solutions-minded: "every problem is an opportunity"</li></ul>	<ul style="list-style-type: none"><li>• Willingness to learn and continuous improvement</li><li>• Values accountability</li><li>• Strong work-ethic</li><li>• Responds well to change</li><li>• High ethical standards</li><li>• Team player</li><li>• Self-motivated, works well with minimal management</li><li>• High self-esteem</li><li>• Understands the importance of profit</li></ul>