

Job Description – Sales and Partnership Consultant v1 Jan25

Reports to: Head of Sales

Direct Reports: n/a

Delegation Authority level: 9

Job Purpose

The primary purpose of this role is to meet or exceed the company's sales revenue targets across the employability and commercial sectors. Success will be achieved through a consultative and partnership-led approach, working closely with colleagues in Operations, Quality, and the Partnership team at AKG UK. Together, you will design and deliver bespoke programmes tailored to the current and future needs of customers and their clients

As a Sales and Partnership Consultant, your focus will include building relationships with employability organisations, community charities, and other not-for-profit institutions. You will also identify and engage commercial customers who could benefit from our products and services, as well as explore subcontracting opportunities. By fostering strong relationships and managing accounts effectively, you will secure repeat business, create a continuous pipeline of opportunities, and achieve revenue targets.

As part of the sales team, you will collaborate with peers to ensure our service offering exceeds client expectations. This will involve supporting Operations in resolving delivery challenges and working with learner engagement specialists to remove barriers and meet agreed targets.

Key success factor in this role include:

- Having a passion for supporting people into work and people development.
- Sharing the core community centric values of the business.
- Being able to align your partnership work to demonstrate how we contribute to the social values agenda.
- The ability to introduce new innovative solutions for customers and articulate the requirements to the Quality and Curriculum Leads and Operations Managers.

1. New Business Development and Sales

a. Procurement Opportunities

- i. Identify procurement opportunities that are aligned to our sectors and strategic priorities.
- ii. Identify subcontracting opportunities that are aligned to our sectors and strategic growth plans.

b. Sales Channels and Partnerships

- i. Make effective use of a range of sales channels to develop new customer relationships and new business.
- ii. Adopt an outward facing approach, identifying potential partnerships that could yield new business.
- iii. Maximise networks to identify new partnerships and enhance existing relationships.
- iv. Work closely with the marketing team, to plan and deliver a joined up approach to marketing and sales campaigns.
- v. Maximise the impact of our USP – the 'Wrap Around Support Service', including bespoke ESOL courses.
- vi. Attend relevant conferences and careers fairs to generate new business.
- vii. Effectively use the TNA process to identify organisations business needs.
- viii. Prepare professional business proposals that exceed customers' expectations.
- ix. Prepare and deliver new business pitches, making full use of internal specialist to have maximum impact on potential customers.

c. Employability

- i. Promote our existing core employability skills offer to new customers, as part of the solution to address identified needs from the TNA.
- ii. Promote our bespoke training programmes to new customers, as part of the solution to address identified needs from the TNA Promote the self-service online packages, in relevant bundles and as a low cost, high impact solution.
- iii. Identify demands for new products and services.

d. Commercial

- i. Identify employer sectors and groups to focus marketing campaigns on, promoting our bespoke training solutions. Maximise existing and new networks to sell a suite of commercial courses and qualifications.
- ii. Identify common requests for commercial training.
- iii. Work with the marketing team to develop B2C marketing for our self-service online offer and other short courses.

e. Apprenticeships

- i. Use networking to identify large employers with an interest in becoming apprenticeship levy donors.
- ii. Pass identified leads to the Head of Sales for follow-up and engagement.

2. Account Management

- a. Proactively manage your accounts to ensure high satisfaction levels are maintained and to maximise sales opportunities.
- b. Hold account management meetings at agreed intervals, working closely with the relevant Operations Manager to collaboratively review account performance and data.
- c. Continue to plan new cohorts.
- d. New TNAs may be required as the customers' needs change; adopt a supportive approach to keep customers engaged in the process.
- e. Encourage customers to hold certificate presentations and celebrate success internally and externally.
- f. Adopt a proactive approach to the development of case studies.
- g. As appropriate promote LPU's other services, including apprenticeships.

3. Quality

- a. Ensure all proposals, presentations and other documents are branded and meet the highest quality standards.
- b. Ensure clients are engaged and have a full understanding of their commitments, through effective and robust information, advice and guidance.
- c. Ensure referrals are high quality, result in high conversion rates, low levels of early leaver and high levels of achievement.
- d. Wherever possible include social value impact in proposals, pitches and review meetings.
- e. Adopt a proactive approach to getting employers to complete positive Trust Pilot reviews.
- f. Ensure employer contracts are in place and current for all your clients.
- g. Ensure suitable safeguarding arrangements are in place for learners under the age of 18 and vulnerable adults.

Essential Qualifications, Knowledge, Skills and Experience

This is a home-based role; however, you will be expected to travel to meet with clients and colleagues, attend events and company meetings. The role holder will be required to have a driving licence and be able to have access to a car with business use insurance, for business purposes.

Essential:

- Experience of:
 - developing high-level external partnerships and relationships
 - consultative sales ideally in employability and or the skills sectors
 - completing organisational TNAs with customers
 - developing business proposals
 - developing and delivering business pitches and presentations
- A proven track record of:
 - positive outcomes from business proposals
 - winning new business
 - effective account management to generate a continuous revenue stream
 - problem solving
 - meeting or exceeding targets
- Highly effective communication skills
- Results and solutions driven
- A team player
- Proficient Microsoft Office user
- English and maths as a minimum GCSE grade C or equivalent

Desirable:

- Project management skills
- A proven track record of successful bid / tender writing; self-writing or managing the function
- Expert Microsoft user with advanced Excel skills
- Digital Marketing

Benefits

- Holidays – 26 days per annum, + 1 after 2 years, + 1 day after 4 year + a bonus at year 5, + bank holidays
- Buy & Sell holiday scheme
- Enhanced sick pay scheme
- Employee assistance package
- Pension 3% company contribution, 5% individual
- New employee referral bonus scheme
- Reward Gateway - Engage
- Gymflex
- Life assurance - 2 x annual salary
- Cycle to Work scheme
- Volunteer scheme to follow later this year
- Base location - home
- Expenses and mileage – 45ppm and normal business expenses such as car park, training tickets
- Commitment to staff T&D/CPD