



IMPACT

Job Description

Business Development Executive

Reporting to: Head of Sales, UK Location: London or Windermere

In a nutshell, Impact's Business Developers and Account Directors are the people who provide leadership to create new business opportunities and provide leadership to grow and retain our key accounts. They proactively identify new leads and prospects as well as responding to incoming enquiries. Ultimately it is their job to build revenue from new clients as well as developing existing accounts.

They develop strong and lasting relationships with our clients and adopt a consultative rather than a 'hard sell' approach. Business Developers also take ownership for researching potential business sectors and clients, creating winning proposals and tender documents and attending sales presentations and meetings.

Key attributes

What we are looking for in our Business Developers and Account Directors:

- Strong commercial awareness, an understanding of the learning and development sector and our marketplace
- A curiosity, which drives searching for and establishing the right solution for the client and the business whilst meeting the profit target.
- International capability –the experience, skills and awareness to act as a competent business development person working on the international stage
- The ability to prospect individually and as part of a team to achieve organisational goals

- The ability to work with colleagues to develop strategies for business development and client relationships
- The ability to sell themselves, Impact and our innovative solutions with confidence, passion and inspiration
- The ability to build strong connections and relationships with colleagues and clients
- A strong sales / account management background preferably within an organisation similar to ours
- A broad range of industrial / commercial / public sector experience
- Evidence of tenacity and ability to achieve challenging performance goals, to manage complex projects and work to tight deadlines under pressure
- A passion for understanding and developing self, people development and for Impact's innovative approaches
- Robust and meticulous, professional planning to achieve business sales, profit, cost and quality targets
- An openness to feedback and a drive to improve your personal performance
- A good sense of humour and a fun outlook on life

Key responsibilities

- Develop strategies, networks and relationships with potential and existing clients to generate new business opportunities, using account and prospect plans measured against agreed business targets



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- Consult with clients to help them identify their needs and work in partnership with them to shape solutions that will meet and exceed their expectations and agreed KPI's
- Generate, design and lead business development meetings, proposals, tenders and pitches
- Manage high quality responses to RFIs and RFPs
- Maintain client relationships beyond initial purchase and identify further business opportunities through managed account plans
- Develop creative sales techniques and look for new ways to excite and inspire clients
- Provide personalised service to clients and ensure that every need has been met and exceeded
- Work with colleagues to create strategies for developing client relationships and new business opportunities
- Look for opportunities to consistently develop personal skills and knowledge for self and others

Work effectively with the commercial manager and finance director to navigate the best commercial deal and contracts for Impact that protects our business, for example Intellectual Property, rates, cancellation and postponement and exchange rates. Ensuring a fair deal for all parties is reached by managing all internal and external stakeholders including client procurement teams, client business heads and lead learning & development lead.

Salary negotiable and dependent on experience. Excellent induction and development opportunities, permanent health insurance, innovative profit share, real equity combined with opportunities to work internationally.