

Title: Business Development Manager
Reporting to: Sales Manager

Location: Remote
Division: Commercial

Summary of role

As an essential part of our Commercial Sales division, you will be responsible for identifying new business opportunities and apprenticeship starts in line with agreed targets, alongside nurturing existing client relationships to offer further apprenticeship solutions.

You will use your sales experience and knowledge to specifically target companies by tailoring your approach aligned to their values, beliefs, and strategies to position Paragon Skills as a trusted partner and their provider of choice.

Role Responsibilities

- Identify new business and client opportunities within our core markets, exceeding apprenticeship targets ensuring all eligibility is met via a combination of new business and account management
- Develop an engagement plan to generate new sales leads and apprenticeship opportunities within SME and large corporate organisations who would benefit from apprentices
- Demonstrate a return on investment (ROI) for apprentices within any new businesses and established clients to highlight benefits
- Provide invaluable information, advice, and guidance (IAG) to new clients relating to all aspects of the apprenticeship levy, where required.
- Ensuring clients are fully supported and informed throughout every step of the journey, from design to delivery
- Share ideas, provide valuable insights and advice at SME owner and managerial levels
- Maintain internal service level agreements
- Work consultatively with prospective clients, crating world-class apprenticeship delivery models bespoke to their needs
- Build and nurture strong and sustainable relationships with key client contacts at all levels, delivering an exceptional customer experience to every client, every time
- Work collaboratively with internal colleagues ensuring all new business deliverables are communicated effectively and commercial arrangements are agreed as part of the on-boarding process
- Accurately complete all administrative tasks for newly signed up learners
- Regularly review own performance and maintain own CPD records
- Proactively promote and safeguard the welfare of children and young people you are responsible for or come into contact with

Key Performance Metrics

- Consistently demonstrate Paragon Skills pledge and core values
- KPIs for new and ongoing contacts, leads meetings and business won
- Consistently generate a minimum of twenty starts monthly

Qualifications

- Grade A-C GCSE in English and Maths or equivalent
- Level 3 Information, Advice and Guidance or willingness to acquire

Knowledge and Experience

- Extensive Business to Business (B2B) and Business to Customer (B2C) experience, ideally government funded training
- Experience of managing accounts in a consultative yet influential manner
- Experience of presenting to and working with decision makers at various levels
- Experience of delivering an exceptional customer experience across multiple clients and sectors
- Experience of using sales methodologies e.g., SPIN or The Challenger
- Knowledge of current labour market trends and information with a strong commercial background
- Knowledge of awarding and funding bodies and Ofsted regulatory arrangements
- Knowledge of securing business with strong negotiation skills
- Access to a car, or ability to travel nationally
- Flexible with the ability to commit to potential overnight stays as required

Skills and Abilities

- Ability to meet and exceed sales targets
- Excellent interpersonal communication skills – both written and verbal
- Ability to manage own time and resources including databases such as CRM systems for lead generation
- Ability to persuade, influence and negotiate with stakeholders at all levels
- IT literate with effective MS Office skills
- Effective business and presentation skills

Behaviours

- Creative with a solution focused, open mind and can-do attitude to solve problems swiftly and innovatively
- Forward-thinking with a desire to make a difference and inspire success
- Infectious and transferable energy to motivate and invigorate others
- Unique, persuasive, and confident to make and influence decisions

Our Values

energy

energise

execute

experience

edge