

## Position Description

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**Position Title:** Business Development Consultant – Salary Band 4 + Commission

**Department:** Sales and Marketing

**EFT:** Fulltime

**Reports to:** GM Sales

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The main objective of this role is to develop new business opportunities for John Readings in the education and not for profit (NFP) sectors nationally. To Learn more about the company, refer to the John Readings 'Business Directions' document.

### Duties and Responsibilities:

- Prospect new clients through telephone calls, researching and following up leads on social media and other online channels,
- Keep accurate and detailed records of calls made and results achieved,
- Input accurate and detailed client records into CRM on a daily basis,
- Achieve monthly targets and develop a strong pipeline of revenue,
- Identify and develop relationships with key decision makers in select education organisations and companies, NFP's and other government organisations,
- Use the CRM to manage pipeline and produce reports as required,
- Assist in updating and re-writing sales and marketing templates for the CRM,
- Attend campaign briefings, sales and marketing and other company meetings as required,

- Demonstrate a thorough understanding of John Readings products and services and the objectives of specific campaigns,
- Maintain confidentiality of client and John Readings business model,
- Act as a representative of the company and represent the company interests at all times,
- Use company script guidelines appropriately and follow detailed briefs to conduct, campaign calls,
- Record details of opportunities and lead notes and suggest options for new campaigns based on feedback received in prospecting activities,
- Work with existing database to develop new channels to market and innovative approaches that attract new business,
- Use social media to engage with potential clients, build client database and raise company profile,
- Influence clients to buy John Readings products/services by problem-solving solutions to client problems,
- Schedule appointments for John Readings sales/marketing staff to meet with prospective clients,
- Seek new/different marketing approaches to use with social media platforms.

*Candidate Requirements:*

- Strong background in education sector sales and/or business development,
- Extensive experience in client prospecting and ability to solution sell,
- Engaging communication style that instils client confidence,
- Strong persuasion skills with an ability to identify potential problems, suggest solutions and the skills required to close a sale,

- Ability to maintain a positive pipeline of work with consistent revenue generation to reach and exceed sales targets on an ongoing basis,
- Ability to research sources for developing prospective clients and information to determine potential,
- Sound written communication skills to write client proposals and accurately record client data,
- Strong organisation skills, time management and attention to detail,
- Broad knowledge of current industry trends,
- Quick learner and self-starter with an entrepreneurial work ethic,
- Able to listen and learn and to engage in self-directed product research and education,
- Ability to model a solutions-driven approach with a strong client focus,
- Ability to utilise a wide range of multi-media and other IT platforms and devices to support the sales and marketing processes and to use technology to engage with prospects on their terms,
- Proven team player able to fit in with customer driven team of specialists.

**Prepared by:** Phil Ayoub, GM Sales 14<sup>th</sup> June

**Approved by:** General Manager, Human Resources 18<sup>th</sup> June