

- Position:** Corporate Business Development Executive
- Location:** City of London, monthly travel to UAE and Middle East
- Reports to:** Managing Director
- Salary:** £28,000 - £32,000 plus Commission

## The Company

Bradfield Group is a world leader in the provision of HR information, training and consultancy and with a reputation for unmatched quality of its solutions. It is accredited to deliver CIPD programmes globally and is the largest international CIPD training provider. Our vision is to be recognised in our all operational territories as a primary resource for HR expertise.

## The Role

The role of the Corporate BDE is to create and sell new business to corporate clients and to account manage existing corporate clients in the UK and Gulf Region.

## Main Responsibilities

- To meet sales targets as agreed with the Managing Director.
- To prospect for new clients in the UK and Gulf using Bradfield database and any other databases.
- To be proactive in having full knowledge of the large employers in and around Peterborough and Cambridge, developing and maintaining relationships with their HR and L&D Professionals and gain a competitive edge in selling CIPD and Bradfield products.
- To be proactive in developing knowledge of a cross section of large employers in London, developing and maintaining relationships with their HR and L&D Professionals and gain a competitive edge in selling CIPD and Bradfield products.
- To own and respond to enquiries received for corporate work i.e. for multiple CIPD places, in house courses and consultancy work.
- To write tender documents in response to enquiries and publicised public sector opportunities.
- To conduct regular visits to major accounts in the Gulf region and in the UK.
- To conduct monthly regular prospecting/relationship building visits to the Middle East.
- To provide sales activity reports to the Marketing Manager on a weekly basis.
- To participate in marketing activities as required, i.e. exhibitions, seminars etc in the UK and overseas.

- To be competent in the use of Act! client contact management system and be able to provide updates and reports from it.
- To attend networking events where appropriate and promote the Company and its services in the region.
- To keep abreast of Bradfield Group's product set.
- To handle customer service issues appropriately and where needed to pass them to the correct person.
- To have clear, concise and up to the minute communication with the Managing Director on all aspects of the role.

## Relationships

The Corporate BDE position interacts with the following people and roles:-

- Managing Director
- Marketing Manager
- Learning and Development team
- Sales team
- Potential and existing clients

## Qualifications

Educated to a Graduate level

## Essential Experience

- Sales experience - 3 to 5 years experience of which at least 12 months must have been spent selling to corporate clients - most important is the possession of credibility at senior levels
- Consistent record of sales achievement
- Act! or other client contact management system
- Good cultural awareness and well travelled
- IT Literate - Microsoft Word, Excel, PowerPoint

## Desirable Experience

- Human Resources experience an advantage
- Understanding of Learning and Development

## Essential Skills

- Ability to influence and build strong sustainable business working relationships
- Ability to network within the business environment
- Ability to work with client contact database
- Ability to communicate effectively on paper and by telephone
- Good administrative skills
- High levels of self-motivation

- High level of resilience
- High level of drive and determination to succeed
- Results driven and target orientated
- Flexible can do attitude
- Be professional at all times and represent the company image

### Hours, Salary and Benefits

- Minimum 37.5 hours per week or as required to meet targets
- £28-32k basic plus commission OTE 50k (uncapped)
- 28 days holiday per year including public holidays with an additional day per completed holiday year (January 1<sup>st</sup> to December 31<sup>st</sup>)
- 3 additional days at Christmas at a time prescribed by the Company
- Health insurance and Dental Insurance