

JOB DESCRIPTION

Job Title	Programme Consultant		
Reports to	Sales Manager		
Department	Open Solutions, Executive Education		
Job Family	Relationship	Level	3

About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

About the Department

The Executive Education department designs, markets and delivers a portfolio of over 30 open enrolment programmes and custom programmes designed specifically for corporate clients. Annually, over 8,000 participants attend executive programmes that are led by many of the world's leading business thinkers. The Executive Education department generates approximately 40% of London Business School's revenues (c. £45 million) and is central to the School's strategy.

Job Purpose

The key purpose of this position is to meet and exceed sales targets of Executive Education Open Programmes. The sales process includes developing and managing the sales pipeline, generating interest and converting enquiries into confirmed participants on a programme.

Programme Consultants use consultative phone calls, emails and face-to-face meetings to communicate with prospects to understand their learning and development needs. They attend School and industry events to meet delegates, gauge interest and promote courses. The role of the Programme Consultant is to use

knowledge of London Business School Open Programmes and industry expertise to match the individual's needs to appropriate programme(s).

Key Areas of Accountability and Key Performance Indicators (KPIs)

Sales Management

- Own and deliver individual sales plans quarterly and annually
- Consultative selling primarily via telephone calls and face-to-face meetings
- Ensure specific programmes are at full capacity. Take decisions and actions that ensure that financial targets are met whilst quality is maintained
- Advise clients about the most appropriate programme by understanding their industry and business challenges
- Assess and communicate impact of attending programmes to the client and their organisation
- Liaise with Marketing Executives and Programme Directors to provide pipeline updates and identify opportunities to generate new enquiries to support sustainable sales growth
- Attend School and industry events to promote programmes and generate quality enquiries from delegates via consultative selling
- Provide regular pipeline reporting and forecasting

Client Management

- Cultivate corporate clients and identify potential opportunities to grow the open business
- Introduce and refer to the full spectrum of Executive Education offerings as appropriate

Cross Department Working

- Capture, analyse and communicate to the team and relevant Executive Education stakeholders feedback regarding activities and market insights to increase knowledge about current needs in the market

Product Knowledge

- Develop exceptional understanding of London Business School Executive Education programme portfolio, executive education market, training opportunities and how our offering creates value for client companies and programme participants.
- Shadow individual programmes to develop intimate knowledge of programmes.

Other/Summary of KPI's

- Lead task force teams allocated by the Line Manager
- Proactively communicate process, marketing and programme improvements
- Share knowledge developed through client interaction and support colleagues to be successful
- Maintain complete and accurate records on the CRM system
- Reach and/or exceed sales targets on specified programmes
- Improve the conversion ratios of enquiries through to paid participants

- Retain and grow client relationships (individual and corporate)

Knowledge, Qualifications and Skills Required

- Degree (preferably business related)
- Knowledge of or interest in the education sector would be an advantage
- Organised, structured and results focused are pre-requisites
- Proven successful sales track record within high-paced organisations focused on individual sales
- Excellent written and verbal communication skills are required
- High levels of initiative and creativity are essential
- Strong presentation and negotiation skills
- Experience working with managers from all levels, from mid- to senior/executive and HR professionals
- Demonstrated ability to manage multiple tasks and set priorities in a highly pressured environment with changing deadlines
- Business acumen: ability to understand fundamentals of business success, market forces, economic environment in which businesses operate
- Flexibility to work occasional evenings and some weekends, depending on geographic locations of clients and timing of scheduled events
- Self-starter who takes ownership of results and enjoys the challenge of surpassing sales targets
- Confident and self-assured to liaise with senior executives

Resources including team management

N/A

Staff	
Budgets	
Date Updated	May 2019