

JOB DESCRIPTION

Job Title	Sales Consultant, LBS Online		
Reports to	Head of Online Sales		
Department	LBS Online		
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

Digital Learning has a school-wide responsibility for the strategic direction, implementation and delivery of the digital learning portfolio, education technology roadmap and the school's library strategy. We are also responsible for generating revenue from the online portfolio. We deliver value to the school and its mission by leading and driving the following areas:

Curation

Enable effective curation of the School's acquired and created learning resources and provide streamlined access, ensuring compliance with legal and regulatory guidance.

Digital Product Portfolio

1. Grow the LBS online portfolio generating revenue from B2C, re-enforce the brand, and support LBS Executive Education to be a leading global digital executive learning provider.

2. Experiment with and explore new content, technologies, and trends to future proof our portfolio to deliver value and improvement to the digital learning experience.
3. Manage digital resource priorities for internal clients such as Advancement, Degree Programmes and Careers Centre, that can be reused across our learning experiences.

Research Amplification

Amplify the visibility of the School's research through effective management of research systems, data and processes that underpin the School's research lifecycle.

Services, Technology and Systems

Deliver services, systems and a technology portfolio that will:

1. Meet the needs of the School and departmental strategies.
2. Ensure availability of data for inclusion in the LBS Data Warehouse.

Meets the needs of our students, participants and alumni

Job Purpose

The Sales Consultant, LBS Online is responsible for meeting and exceeding sales targets for the LBS Online portfolio. The primary role of the Sales Consultant, LBS Online is to use their knowledge of the LBS online courses and industry expertise to match individuals to appropriate courses.

This is achieved by:

- Owning your own portfolio of online courses
- Driving the sales process focusing on consultation calls with prospective candidates with the aim to convert to admits onto LBS Online courses. Key deliverable with associated KPI conversion target.
- Developing and managing the sales pipeline by:
 - Converting enquiries into confirmed participants on the courses
 - Consultative phone calls, email, and online meetings with prospective participants
- Attending school and industry events to meet prospective delegates, gauge interest and promote courses.
- Supporting admissions on enrolment processing and issuing invoices.
- Attending school and industry events to meet prospective delegates, gauge interest and promote courses.
- Support Head of online sales on B2B relationship/strategy in relation to portfolio
- Industry knowledge: keeping up to date with the online course sector
- Developing extensive knowledge of the portfolio/courses

- Understanding System management (CRM). Ensuring key systems supporting the sales process are updated and accurate enabling precise reporting and forecasting
- Coordinating with the Delivery Programme Manager (DPMs) for onboarding and course delivery procedures.
- Collaborating with the Credit Control team to maintain accurate payment records.
- Provision of assistance in Go/No Go Decisions, offering timely alerts and recommendations.
- Provision of Pre-Sales support as necessary.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Sales Management

- Own and deliver individual sales plans quarterly and annually
- Consultative selling primarily by telephone call and online meetings
- Ensure specific courses are at full capacity. Take decisions and actions to ensure that financial targets are met whilst quality is maintained
- Advise potential participants about the most the most appropriate courses
- Attend school and industry events to promote courses and generate quality enquiries from delegates via consultative selling

Analysis and Reporting

- Use systems and data to track sales/conversion/engagement levels and use this information to make decisions regarding current and planned initiatives.

Product/Proposition/Technical Knowledge

- Research and keep up-to-date with industry advancements and trends.
- Develop an understanding of London Business School and competitor offerings.

Collaboration and Stakeholder Management

- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School to facilitate improved communication and maintain knowledge of opportunities with stakeholders across the School.

Financial Management

- Ensure account information is kept up to date and pipeline forecasting is accurate

Admissions and Pre-sales

- Process enrolment of each candidate and issue invoice
- Provide support and assistance when necessary to the pre-sales and admissions team

Collaboration and Support

- Work collaboratively with colleagues to help deliver team objectives and meet or exceed targets and metrics.
- Act as a point of referral for less experienced colleagues to help to resolve issues within the department.
- Work closely with marketing to support and promote portfolio of courses

Change Management

- Champion change by role modelling the Behaviour expected from all colleagues, act in a resilient manner when responding to change, and proactively look for opportunities to support change to help embed it in the team and/or department.

KPIs:

- Build and develop lasting relationships with current and prospective clients and stakeholders to meet revenue/engagement targets and establish new long-term opportunities.
- Support new and existing client relationships
- Achieve and exceed revenue targets
- Timely response to and resolution of enquiries, requests and issues.
- Partner closely with internal and external cross-functional teams to guide the direction of our product offerings.
- Ensure the highest levels of service is being provided to potential and current online course participants
- Contribution to improvement in performance for the team or department.
- Accuracy and integrity of data in business systems
- Projects delivered on time, on budget and to quality standards.
- Contribution to innovation within own area.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department.

Knowledge/Qualifications/Skills/Experience required

- Experience in Sales & Excellent customer service skills.
- Experience of working in a customer facing environment.
- Proven track record of delivering against Key Performance Indicators or metrics.
- Good communication skills and the ability to address a variety of stakeholders.
- Sound working knowledge of standard IT packages, systems and/or databases.
- Experience of software related to own area of specialism.
- Proactive approach to relationship development with colleagues and stakeholders.
- Good attention to detail.
- Good time management skills with the ability to organise and prioritise.
- Good team working skills and the ability to work collaboratively.
- Ability to interpret and apply guidelines to a specific activity.
- Experience in standard financial management processes.

Resources including team management

n/a

Staff	n/a
Budgets	n/a
Date Updated	13.05.2025