

Business Development Manager – Corporate Training and Consultancy

Location – Ascot, Berkshire

Salary: Up to £40,000 depending upon track record + OTE + Benefits

The Role

As Business Development Manager you will:

- Sell bespoke training and consultancy services to corporate clients.
- Generate leads and develop them into genuine prospects through relationship building and expansion of contacts.
- Work with our team of Consultants to progress these prospects along the sales cycle by organising online or face-to-face meetings.
- Support Client Proposals by providing detailed reports on clients and their requirements from client interaction history
- Contribute in the production of proposals and tenders.
- Support the organisation and hold marketing / networking events with Director of Operations
- Own the Marketing Database and keep it maintained with critical client information, contacts and interaction history
- Develop structured account plans for penetrating Top20 target organisations
- Actively contribute to SML's Strategic Marketing Plan, based on market intelligence found from target / existing client organisations
- Provide quarterly analysis on competitor organisations, helping to identify competitors' new / current focus areas and assist continuous improvement of SML's competitive positioning
- Keep existing clients and new prospects informed about SML's marketing events, webinars etc.
- Schedule client relationship meetings, co-design newsletters to go out to existing and potential clients who opt-in

This is a challenging role, but offers a wide range of tasks which provides excellent exposure to a highly competitive industry, with a company that has a proven track record, is very strong financially and has detailed plans for expansion.

The Person

You will have a strong corporate sales background and have a demonstrable track record in meeting business development targets of the size that we require. Experience in international sales and selling training and consultancy services would be an advantage. You will be highly motivated with a talent for understanding client requirements and suggesting applicable solutions. The role requires someone who is able to manage their time well and is highly motivated to exceed targets, for which they will be rewarded with excellent OTE and the potential to move into a management position. You must have exceptional communication and presentation skills, being able to build rapport at all levels in a variety of organisations.

The Company

SML specialise in the design and delivery of bespoke learning solutions to clients across the globe. Our main areas of expertise are in Leadership & Management Development, Talent Management, Succession Planning, HR/OD Consultancy and

Communication, Influencing and Assertiveness Skills. We have a strong track record in the private and public sectors. The company has grown considerably over the last three years and we are investing heavily in the business to ensure that this growth continues.

Successful candidates will be provided with a detailed induction and training programme to help them understand what SML does and why we are different. Along with a generous base salary of up to £40,000 (depending on track record) we offer target-based bonuses and a contributory pension scheme. There will be numerous opportunities to develop skills in other areas through internal training and external workshops. If you would like to join an innovative, people-centred company to help grow the business to new levels by selling services which are in high demand, then apply now.

SML is an Investors in People organisation.