

Job Title:	Business Development Executive – Acquisition		
Reporting to:	Business Development Manager – New Business	Job Band:	4
Directorate	Enterprise	Team	Sales and Business Development
Direct Reports:	0		

Job Summary

- We are seeking a results-driven, professional New Business Executive to support the New Business team in securing new high-value training customers for SJA, through both direct sales and bids, converting them into long-term National Account clients.
- This pivotal role is focused on generating new business revenue and achieving margin targets through strategic prospecting, relationship-building and working closely with the Bid team on new business tender opportunities as well as self generated pre-bid pipeline building. The ideal candidate will proactively convert leads into qualified opportunities, with a strong emphasis on targeted industry sectors.
- They will collaborate closely with their line manager to ensure a steady pipeline of high-quality leads while also sourcing and nurturing self-generated leads that align with National Account criteria.

Key Responsibilities

- Drive new business growth by actively identifying and qualifying opportunities generated through outbound prospecting efforts, inbound lead management, and cultivation.
- Be responsible for supporting on New Business tenders, working closely with the Bid team and stakeholders and providing articulate information and pricing to support high quality submissions
- Achieve / exceed revenue and margin targets for new Training Account customers while populating your weekly KPIs.
- Develop strong relationships with prospective customers and provide a professional consultative sales approach to convert leads to prospect and successfully secure/ close the business.
- Prepare and present high quality and compelling proposals and presentations
- Engage with a diverse range of stakeholders, HSE managers, procurement leads, facilities teams, and sustainability professionals.
- Attend meetings both face to face and via Teams, providing quality presentations to large National prospects
- Upsell and cross sell other courses in addition to core courses, eLearning and Supplies
- Meet / exceed activity targets for sales, ensuring these are logged and reported on as required
- Able to work with Dynamics 365, SharePoint, Word, Excel, Teams, Outlook to a high standard.
- Ensure that correspondence and sales materials that are utilised are to the highest standard to represent SJA the Brand in a professional manner.
- Work closely with your line manager for Onboarding deals you have obtained, handing over business in a professional manner to Account Managers once business is secured to ensure a smooth customer journey and transition.
- Attend relevant networking Events to obtain high quality Training leads and prospects.
- Ensure Product range knowledge is of the highest level and continuously maintained.
- Presentation skills to a very high standard, PowerPoint – and other platforms
- Work within the pricing / discount processes for new customers, utilising the pricing authorisation tools,
- Highlight and escalate any issues / opportunities to ensure targets are being achieved / exceeded.

Important things you need to know about this job

- Requires strong interpersonal / communication skills and commercial / negotiation skills
- Must be results oriented and a team player
- Must be customer centric and put the customer at the heart of everything we do
- National travel to visit prospects and for team meetings is required

Our Values and Commitment to Equality, Diversity and Inclusion

- Our Values spell HEART which stands for Humanity, Excellence, Accountability, Responsiveness and Teamwork.
- Everyone who works at St John needs to be familiar with the HEART values and exemplify them.
- We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C / 4) including Maths & English, minimum 5	✓	
Relevant higher education or equivalent		✓
Experience		
Experience in successfully achieving new business targets in a B2B environment -3 yrs min	✓	
Experience in working well with senior level customers at large corporate organisations and delivering quality presentations	✓	
Experience in developing and working to Leads / Prospects pipeline	✓	
Experience in working in a multi-channel and multi product operation	✓	
Experience in identifying and implementing New Business commercial partnership opportunities		✓
Experience in working on successful tenders to secure new business through Bids		✓
Skills, knowledge and abilities		
Excellent interpersonal skills with ability to communicate effectively and build positive and mutually beneficial relationships.	✓	
Self-motivated and capable of managing own performance to achieve desired results	✓	
Excellent sales closing - negotiation and influencing skills to achieve the best commercial position for SJA.	✓	
Ability to prioritise busy workload - KPIs, working to tight deadlines and conflicting priorities	✓	
Excellent verbal and written communication and presentation skills. Dynamics 365, SharePoint, Word, Excel, Teams, Outlook to a high standard	✓	
Knowledge of SJA products & services		✓
Be willing and able to exemplify the HEART values	✓	
DBS Requirement		
Does the role require a DBS check to be carried out to be successful for the role		No
<i>If Yes what level of DBS check is required for the role Basic/Enhanced *please refer to the additional information page in reference for hiring manager guidance on DBS checks</i>		

**Not all required experience, skills, knowledge and abilities should be essential.
Be realistic about having some that are desirable to help with the selection process.**

Essential skills, knowledge and abilities – all Managers

- Role model a values-driven approach
- Demonstrate a compassionate and emotionally intelligent leadership style
- Be open to feedback and the learning that comes from it
- Be prepared to take action when poor behaviour is observed
- Be able to use MS Office products at intermediate level

Essential skills, knowledge and abilities – all Employees

- Be willing and able to exemplify the HEART values

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: [Your Initials]	Date of preparation: [Date of prep]
Job Approved Date: [Date approved by Job Approval Panel]	Version: (x of y) [Iteration of Job Description]
Ref: JDPS / Directorate / Team / Job Title /yy	

