

Relationship Manager - Employers

Job Description

Department:	Partner Development
Reports to:	Head of Employer and Partner Provider Partnerships
Direct Reports:	None
Location:	Home / Field-based



Role Overview

Direct partnerships with employers is a new growth area for CMI in line with our strategic objectives. We are looking to recruit an ambitious and proactive sales relationship manager who has proven track record of driving strategic and commercial sales growth with large corporate and public sector employers across London region.

The role is fast paced, target driven and a classic mix of developing new business and growing sales through existing relations. We are inviting applications from individuals who are comfortable in managing an annual sales opportunity pipeline of circa £3 million by liaising with C suite executives across the HR and L&D community.

Ideally you will be London based and will have worked in a senior sales or business development capacity across other leading professional bodies or membership organisations and possess a network of customer contacts across our target audience group. However we are open to consider applications from individuals from other commercial backgrounds with a demonstrable track record of achieving sales success.

You will be a key member of a great national sales team reporting into the UK Head of Employer and Partner Provider Partnerships. We offer an attractive salary and bonus package along with a wide suite of company benefits including bupa medical cover, flexible working and career development opportunities. For an informal chat, kindly contact Winston Jacob - winston.jacob@managers.org.uk



Job Purpose

- Grow CMI's presence and identify sales growth opportunities by engaging leading corporate and public sector employers across the London region.
- Develop and manage a sales pipeline of £3 million. Primarily by identifying new customers, developing self generated leads and taking it through to sale and long term partnerships.
- Lead strategic engagement with C suite decision makers at Director and Head of Capacity across the HR and Learning & Development community around CMI's vision for better management and leadership. Understand customer pain points, ambitions and strategically align the value of our customer offering as a solution.
- Manage a small portfolio of existing customer relationships. Ensure they are well supported and develop upsell / cross sell opportunities.
- Create internal champions and advocates across client portfolio via our member community.
- Liaise with relevant internal stakeholders at CMI to develop innovative engagement models and marketing solutions to drive customer engagement. Identify and implement new working practices and processes to improve the customer journey and experience with CMI leading to positive NPS scores.
- Be a credible ambassador for CMI by modelling CMI values and its professional code of conduct. Be comfortable at presenting and networking at leading industry conferences and events.

- Have working knowledge of managing a sales pipeline via Salesforce CRM ideally. However, training will be provided.



Key Responsibilities

Objectives

- To achieve and exceed quarterly and annual sales targets totalling £1 million in Year 1.
- Confident and comfortable in managing a sales pipeline of new business opportunities and customer renewals of circa £3 million.
- Confident in developing sales opportunities by liaising with C suite executives across leading corporate organisations, ideally across the HR and Learning & Development Community.
- Demonstrate an understanding of the education and qualifications market - the challenges and opportunities it creates.
- Develop quarterly and annual sales plans aimed at Top 30 customers identified across territory.

CMI Resources

- To comply with internal and statutory procedures relating to finance, IT, the environment, equipment and health and safety.
- To securely hold and maintain CMI data in support of our business and partners in compliance with our policy, legislation and good practice.
- To ensure that any issue that could affect your performance, health and safety, motivation, and engagement are brought to your manager's attention.

Success Criteria

- Proven track record of sales success and developing strong customer relationships across corporate and public sector employers.
- Managed an individual annual sales opportunity pipeline of circa £3 million. Regularly qualifying the quality and strength of the opportunities across customer portfolio.
- Demonstrable track record of primarily developing new business opportunities and self generating new leads.
- Grown business through upselling / cross selling across existing client portfolio.
- Has developed innovative solutions to drive engagement and improve customer journey and experience leading to uptake of products and services.
- Confident in developing and undertaking sales presentations to a senior audience. Comfortable in networking at large industry leading conferences and events.
- Regularly looking for opportunities to self develop and learn new skills.
- Managed a sales pipeline by using Salesforce CRM.

The CMI approach is to work collaboratively and flexibly and you may be required to take on additional responsibilities as and when required to support the business

It is your responsibility to ensure that your own professional development and knowledge of CMI products and services are fully up-to-date at all times and you should optimise all CMI resources available to you as well as make your line manager aware of any training required to enable this.

CMI is an equal opportunity employer. You should be committed to ensuring that within the framework of the law, that our workplaces are free from unlawful or unfair discrimination as defined by the Equality Act 2010.



Who we are looking for

Essential

- An astute senior sales professional who has a proven track record of driving sales by engaging corporate and public sector employers across the London region.
- Has sold membership, training and staff development solutions by engaging senior executives across the HR and Learning and Development community.
- Managed a sales opportunity pipeline consisting of short and long term sales cycles.
- A strong communicator with impressive presentation skills, who has successfully landed new and expanded existing partner relationships

- A strong sense of accountability, to both activity levels and targets with a keen high respect for good client service
- Strong collaboration skills, having the ability to build strong relationships and work collaboratively with internal and external stakeholders is essential
- Someone who will live CMI's values, professional, passionate, progressive and practical
- Self-aware and self confident with a genuine capacity for personal development
- You will be highly self motivated with excellent organisational and planning skills with an agile and flexible approach
- You will be delivery focussed and quick to follow up partner requests
- You will have sold subscription, membership or knowledge-based products

Desirable

- Knowledge of management and leadership development
- Achieved Chartered Manager or working towards it
- Knowledge and use of Salesforce CRM desirable

Education and Training	Essential	Desirable	Assessment
Evidence of ongoing CPD	X		1,4
Level 3 or equivalent		x	1,4
Experience	Essential	Desirable	Assessment
Proven success of working in a senior sales role	X		1,2
Experience of using Salesforce CRM to manage opportunity pipeline.		X	1,2
Engaging and selling membership, training and staff development solutions to large corporate and public sector employers in London.	X		1,2
Liaising and developing relations with C suite decision makers across the HR and Learning & Development community.	X		1,2
Specialist Knowledge/Skills (job related)	Essential	Desirable	Assessment
B2B sales and operational processes	X		1,2,3
Developing a portfolio of new business clients and leads	X		
Key Account Management	X		1,2,5
Proven relationship sales track record	X		1,2,5
Consultative sales approach	X		1,2,5
Commercial acumen	X		
Skills and Abilities	Essential	Desirable	Assessment
Team player	X		125
Motivational skills	X		125
Work accurately with attention to detail	X		125
'Can-do' attitude with fast follow-up	X		125
Sequential selling skills	X		125

Work effectively under pressure	X		125
Flexibility to meet changing operational demands	X		125
Work collaboratively with internal and external customers	X		125
Able to engage with people at a senior management level	X		125
Good written and verbal communication skills	X		125
Influencing and negotiation skills	X		1,2,5
Work without supervision to achieve targets and deadlines	X		125
Financial management and analytical skills	X		1,2,5
Other requirements (Job specific)	Essential	Desirable	Assessment
Willing to undertake training as required	X		2
Driving Licence	X		4
Occasional/regular UK travel	X		2
Location		X	
Able to attend meetings outside office hours		X	
South East England location		X	

(1 = Application documents 2 = Interview 3 = Test 4 = Proof of Qualification 5 = Practical Exercise)

We will consider any reasonable adjustments under the terms of the Equality Act (2010), to enable an applicant with a disability (as defined under the Act) to meet the requirements of the post.

The Job-holder will ensure that CMI policies are reflected in all aspects of his/her work, in particular those relating to;

- Equal Opportunities
- Health and Safety
- Bullying & harassment

Name

Signed Date