

Senior Relationship Manager - NSP

Job Description

Department:	Partner Development
Reports to:	Head of National Strategic Partners
Direct Reports:	None
Location:	Home / Field-based



Role Overview

We are looking to recruit an ambitious and proactive senior sales relationship manager who has a proven track record of driving strategic and commercial sales growth. This sales role would be working within our key strategic partners team, which will work across all our key partner sectors including Higher Education, Training Providers and Employers.

The role is fast paced, target driven and a classic mix of and growing sales through existing relationships with our priority partners and developing new business. We are inviting applications from individuals who are comfortable in managing an annual sales opportunity pipeline of circa £5 million by liaising with C suite executives across the HR and L&D community as well senior stakeholders within the Higher Education arena. 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 Head of National Strategic 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.



Job Purpose

- Grow CMI's presence within our key partners and identify sales growth opportunities. Develop and manage senior relationships whilst driving a sales pipeline of £5 million. There will also be an element of new business development where clients have been identified as potential key strategic partners.
- Lead strategic engagement with C suite decision makers at Director and Head of Capacity across the HR and Learning & Development community as well as VC's and Deans of our leading university partners. Delivering on CMI's vision for better management and leadership and CMI's value proposition.
- Understand customer pain points, ambitions and strategically align the value of our customer offering as a solution.
- Manage a 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
- Confident and comfortable in managing a sales pipeline of new business opportunities and customer renewals of circa £5 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 strategy in line with the overall strategy of CMI

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 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 £5 million. Regularly qualifying the quality and strength of the opportunities across customer portfolio.
- Grown business through upselling / cross selling across existing client portfolio.
- Demonstrable track record of developing new business opportunities and self generating new leads.
- 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.