

## JOB PROFILE

### ADMINISTRATIVE DETAILS

POST NO:	<b>Marketing _ May 2015</b>
JOB TITLE:	<b>Sales Executive</b>
CAMPUS:	<b>Howard College</b>
START DATE	<b>1 July 2015 – 3 Year fixed term contract</b>

### REPORTING STRUCTURES

LINE MANAGER OF THIS POST: **MARKETING MANAGER**

### INTERACTION

OUTSIDE UKZN : **30 HOURS**  
WITHIN UKZN : **10 HOURS**

### PURPOSE OF THE JOB

UKZN Extended Learning is a rapidly growing business of the University of KwaZulu-Natal. The focus of this position is to generate and develop new business opportunities and to grow existing relationships within the corporate sector.

### KEY ACTIVITIES

- Cold calling to ensure a robust pipeline of opportunities within the corporate sector
- Targeting and gaining new business opportunities within the sector and to gain comprehensive knowledge of the business
- Actively target and build prospect client relationships within the corporate sector
- Submit weekly work in progress reports and sales forecasts, ensuring that data is accurate for real time reporting
- Identify and target key stakeholders inside the client organisation, building relationships with them
- Work closely with the Sales and Marketing Team and other departments within UEL, to grow the business
- Target and develop a network of internal and external contacts
- Manage effectively the sales process through prospect development / tender receipt, proposal, presentation and closing negotiations
- Compile Budgets, quotes, SLA's and MOA's for prospective clients
- Screen potential business deals by analysing market strategies, deal requirements, potential, and financials;
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

- Enhance organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Development and implementation of business development plan and providing input into strategic business growth and improvement decisions.
- Ensure client retention
- Research market sector positions and trends for solutions and services
- Define, develop and articulate business development strategy
- Keep abreast of competitor activities;
- Perform any other reasonably required task.

**MINIMUM QUALIFICATION AND EXPERIENCE REQUIRED FOR THE POST**

<b>EDUCATIONAL REQUIREMENTS</b>		<ul style="list-style-type: none"> <li>• Post matric qualification</li> <li>• BComm Marketing</li> </ul>
<b>EXPERIENCE</b>	<b>IN YEARS</b>	2 to 3 years' B2B sales experience
<b>EXPERIENCE IN THE ABSENCE OF MINIMUM QUALIFICATION</b>		<b>More than 7 years' B2B sales experience within the education sector</b>

**IN ADDITION TO THE ABOVE**

<b>SKILLS AND COMPETENCIES REQUIRED FOR ROLE</b>	<ul style="list-style-type: none"> <li>• Strong Customer Orientation</li> <li>• High Commercial and Business Acumen</li> <li>• Project management</li> <li>• Ability to put together tenders and requirements specs</li> <li>• Delivering results and meeting customer expectations</li> <li>• Ability to build/analyse pricing models and scenario plan against these</li> <li>• Excellent verbal and written communication skills, with the ability to engage with senior executives within the corporate sector</li> <li>• Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Selling to Customer Needs, Territory Management, Market Knowledge, Presentation Skills, Energy Level, Meeting Sales Goals, Professionalism Knowledge &amp; experience.</li> <li>• In-depth knowledge of the corporate sector including business processes, business measurements, key performance indicators and business drivers.</li> <li>• Competitor Intelligence</li> <li>• Display excellent persuasion and influence ability.</li> <li>• Display excellent negotiation skills and knowledge of the business and solutions to ensure new business development.</li> <li>• Possess excellent communication skills (both verbally and written) and employ these skills to interact with a variety of stakeholders.</li> <li>• Excellent use of initiative to drive innovation and identify potential opportunities.</li> <li>• Ability to cope with pressure and set backs</li> <li>•</li> </ul>
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