

JOB PROFILE

ADMINISTRATIVE DETAILS

POST NO: **Marketing _ May 2015**

JOB TITLE: **Sales Executive**

CAMPUS: **Howard College**

START DATE **1 July 2015 – 3 Year fixed term contract**

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.

<ul style="list-style-type: none"> • 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		
EDUCATIONAL REQUIREMENTS		<ul style="list-style-type: none"> • Post matric qualification • BComm Marketing
EXPERIENCE	IN YEARS	2 to 3 years' B2B sales experience
EXPERIENCE IN THE ABSENCE OF MINIMUM QUALIFICATION		More than 7 years' B2B sales experience within the education sector
IN ADDITION TO THE ABOVE		
SKILLS AND COMPETENCIES REQUIRED FOR ROLE		<ul style="list-style-type: none"> • Strong Customer Orientation • High Commercial and Business Acumen • Project management • Ability to put together tenders and requirements specs • Delivering results and meeting customer expectations • Ability to build/analyse pricing models and scenario plan against these • Excellent verbal and written communication skills, with the ability to engage with senior executives within the corporate sector • 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 & experience. • In-depth knowledge of the corporate sector including business processes, business measurements, key performance indicators and business drivers. • Competitor Intelligence • Display excellent persuasion and influence ability. • Display excellent negotiation skills and knowledge of the business and solutions to ensure new business development. • Possess excellent communication skills (both verbally and written) and employ these skills to interact with a variety of stakeholders. • Excellent use of initiative to drive innovation and identify potential opportunities. • Ability to cope with pressure and set backs •