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| **Designation: Learning Ambassador**  | **Department: Business Development** |
| **Grade: Manager (Individual Contributor)** | **Location: Bangalore** |
| **Experience: 3 to 7 years**  | **Education: Graduate** |

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| SUMMARYWe are seeking to onboard a self-driven, highly motivated business development professional who can spear head new challenges and initiatives along with existing roles & responsibilities. This role is within the Learning & Development consulting space and is responsible for identifying and developing new business opportunities, building and maintaining key client relationships, and executing strategies that align with the company's business goals. |
| KEY RESPONSIBILITIES* Business Development – Sales
	+ Plan your daily tasks and time in advance to make the most of the work day.
	+ Ensure to make your daily calls and meetings with clients, there by building a strong revenue pipeline
	+ Nurture leads that have come from various campaigns via calls and emails
	+ Meet your weekly milestones with regards to conversation time, proposals sent to clients, meetings conducted and conversions
	+ Create a pitch for different personas and use them effectively to talk to the potential clients
	+ Follow up regularly with clients and provide them with customized interventions to help with conversion
	+ Conduct compelling sales presentations and product demonstrations to showcase the value proposition of the L&D company's offerings
	+ Be an active listener and lead with questions to understand the actual problem statements / needs that we can solve for the client
	+ Being joyous about having engaging conversations with clients, there by building a strong network within business circles through LinkedIn, emails and other mediums
	+ Build and maintain long-term relationships with key clients and stakeholders.
	+ Become the go to Learning partner for all training requirements for your clients
	+ Ability to represent MARG in conferences and other external events through handling booths, stalls, participating in workshops, seminars
* Business Development – Account Management Sales
	+ Account Management:
		- Manage, monitor and execute the ongoing existing learning calendars & programs for all clients accurately and efficiently.
		- Coordinate with internal teams (e.g., training delivery, operations) to ensure smooth program fulfilment.
		- Manage logistics for in-person training programs with the Operations team
		- Update the internal trackers and monitor progress towards the given quarterly target
		- Be efficient in building learning program proposals based on client’s requirements
	+ **Client Onboarding:**
		- Conduct onboarding sessions with new clients to familiarize them with the learning solutions at MARG – PROSCI, Emergenetics & Leadership verticals
		- Be comfortable with the various L&D related models like ADDIE, Kirkpatrik, Kolb’s learning styles, 70:20:10, Tuckman’s to be able to design impactful proposals
		- Ability to lead the onboarding session with an impactful story and land an impression with the clients
		- Assist clients with all queries giving them confidence
	+ **Sales Administration:**
		- Maintain accurate client records and data
		- Ensure all proposals and outlines built for the clients are stored in the required manner and place
		- Daily update of mobile and conversation logs on to Lead squared portal
		- Daily update of the business sales dashboard to monitor numbers, effort and results
		- Be aware of all marketing campaigns being sent out
		- Nurture the leads generated from these campaigns to build a BD pipeline
* Business Development – Consulting
	+ Conduct thorough needs assessments with potential clients to understand their specific learning and development requirements.
	+ Design and propose customized learning solutions that address client needs and objectives.
	+ Leverage data and insights (external and internal) to identify areas for improvement in client training programs.
	+ Be in touch with existing clients to understand requirements from various departments and functions and cater to design, deliver and impact through various training programs
	+ Advise clients on effective learning strategies and best practices.
	+ Assist clients in developing and implementing their own internal L&D initiatives.
	+ Provide guidance on learning technologies and methodologies.
	+ Ensure to know the case studies, videos and other MARG related materials that can be leveraged for the proposal being shared
	+ Be able to understand the complexity of the problem statement, vision or need the client has and build customized learning interventions
	+ Address client concerns and objections effectively.
* New Business Initiatives
	+ Identify and develop new business opportunities and markets.
	+ Develop and present proposals, sales pitches to potential clients and make them onboard MARG as the preferred training consultant.
	+ This role shall be responsible for drawing out the business plan for addressing new segments and execute the plan to take MARG to the next phase of growth.
* **Others**
	+ Collaborate with marketing teams to align on strategic goals.
	+ Evaluate and hire external resources or agencies like tele calling, LinkedIn sales, email reach outs etc and ensure they achieve their targets for lead generation/meeting setting
	+ Ensure usage and maintenance of CRM platform
	+ Lead negotiations to close deals and achieve revenue targets.
	+ Knowledge of how business/organizations work
	+ Knowledge of various levels and personas in an organization
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| **KEY RESULT AREAS (KRAs)** | **COMPETENCIES** *(1 being lowest & 5 being highest)* |
| * Revenue sales target to be achieved 100% on a quarterly basis
* Sales Pipeline Management – have strong pipeline for each month keeping the average conversion rate
* Retention of clients – 80% year on year
* Conversation time spent with clients
* Thought Leadership – Build a strong professional reputation via LinkedIn and other forums
* Market knowledge – stay informed about the industry and market trends in the L&D (HR) world
* Regular performance reviews with MARG Leadership
 | * Communication Skills - Listening – 5
* Communication Skills - Comprehending - 5
* Communication Skills - Storytelling - 5
* Resilience - Handling objections and rejections - 5
* Client Centricity - 5
* Interpersonal Skills - 4
* Consultative Selling - 4
* Cross functional collaboration – 4
* Business acumen – 4
* Data driven decision making - 4
* Problem Solving – 4
* MS Word, Excel, PowerPoint – 3
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| **REPORTS TO** | **SUPERVISES** | **RELATIONSHIP** |
| **EXTERNAL** | **INTERNAL** |
| Arun Kumar S | NA | Clients, Facilitators, Vendors, Consultants | Operations, Office Manager, Facilitators, Finance, HR |
| **APPROVALS** |
| **Date of Creation** | **Date of Last Update** | **Reviewed by** | **Approved by** |
| 23/01/2025 | 23/01/2025 | Arun Kumar S | Sudeshna Basu Roy |