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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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| SUMMARY  We 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 | |
| **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 |