



Job Title: EPA Business Development Consultant Apprentice

Location: Harwell Science and Innovation Campus

Type: Full time, 37.5 hrs / week

Reports to: Head of End-Point Assessment

Main purpose of the job

You will join our new End-Point Assessment (EPA) department, promoting and selling our EPA service, whilst working towards a Level 4 Sales Apprenticeship.

You will be someone who is sales-orientated, tenacious and confident speaking to employers and training providers regarding the wide variety of apprenticeship programmes ELS provide EPA services for.

You will be expected to work towards achievable sales targets and provide weekly and monthly sales performance reports.

Ideally you will be from a sales background, or want a career in sales – if you have knowledge of apprenticeship programmes, this would be an advantage but not essential.

You will be based out of the ELS offices at the Harwell Science and Innovation Campus and will report directly to the Head of EPA.

Main duties & key responsibilities

- Work towards achieving a Level 4 Sales Apprenticeship
- Set and achieve effective sales targets
- Provide weekly / monthly reporting on the progress of meeting EPA sales targets and KPIs
- Attend EPA team/ELS company meetings
- Understand the apprenticeship market
- Sales planning and preparation
- Customer engagement, with employers and training providers (and possibly EPAOs) – effectively communicate and interpret customer information exchanged through written, verbal and non-verbal communication (virtual and face to face).
- Develop a customer engagement style that effectively opens sales conversations, builds rapport, enhance customer relationships and adapts to different customer's social preferences.



- Customer needs analysis – use effective questioning and active listening techniques to understand the customer’s needs, guiding sales conversations appropriately, creating a mutual understanding and build trust with customers.
- Store, maintain and retrieve secure customer and sales data using sales tools (Salesforce)
- Use Learner Management Systems (LMS)
- Propose and present solutions by developing sales proposals and deliver them using a presentations and techniques appropriate for your customers.
- Present the EPA service and/or materials, explaining key features and benefits and the advantages of using ELS.
- Use and adapt a range of techniques to draw-out and overcome common sales objections and develop responses to objections.
- Be attuned to verbal and non-verbal buying signals and move to close conversations at an appropriate point.
- Identify ELS’s own organisational needs, such as minimum price and acceptable terms.
- Gathering intelligence – collect, analyse and interpret market intelligence and share it appropriately with the Head of EPA.
- Time management – use and adapt appropriate tools and techniques to prioritise and manage your time effectively.
- Develop ethical techniques to close sales.
- Take part in sales and marketing activities, and assist with producing marketing materials
- Book and schedule sales/business development meetings
- Collaboration and team-work – contribute effectively within a team environment, working effectively with internal and external stakeholders.
- Deliver a positive customer experience, managing customer enquiries and issues effectively.
- Take proactive action to prevent and minimise customer concerns and complaints, ensuring all customer interactions are handled professionally to the customers satisfaction.
- Use a number of digital tools to research and target customers in line with the overall sales strategy.
- Produce and distribute correspondence, letters, emails, agendas and minutes
- Update the company website and social media sites when required
- Maintain secure storage and filing systems
- Deputising for the Head of EPA (if required)
- Supporting other departments as and when needed (Sales of ELS COTS courses)
- Attending events to represent ELS



- Attending and carrying out mandatory training
- Ensure you present yourself as an ambassador of ELS's brand.
- The ability to remain calm under pressure and be aware of your personal impact on others.
- Respond positively to coaching, guidance or instruction and demonstrate awareness and ownership of your continual professional development.

Qualifications / experience

Essential	Desired
<ul style="list-style-type: none"> • Minimum of 4 GCSEs at grade A*-C (9-4) or equivalent including Maths and English 	<ul style="list-style-type: none"> • Customer service experience

Skills and attributes

Essential	Desired
<ul style="list-style-type: none"> • General IT skills e.g. email • Excellent communication skills, both written and verbal • Excellent organisation and time management • Common sense • Familiarity with Microsoft - word, teams, excel etc. • Good people skills 	

Personal Qualities

- Excellent communication skills, both written and verbal
- Resilient and self-motivated
- Proactive
- Team Player
- Attention to detail
- Warm / friendly personality



- Organised and efficient

Package:

Salary: £14,000

Holidays: 22 days + 3 days (over Xmas) + all public holidays

Pension: 5% employee, 3% Employer contribution

Other benefits:

EAP

Healthcare Cash Plan- Medicash

Reward Gateway- Employee Discount Platform

5 days CPD/Year

Company events