

Role Profile
Ref no:

Job Title	Sales Consultant		
Directorate or Region	Americas	Department/Country	Mexico
Location of post	Mexico City, Mexico		
Reports to	Sales Manager	Duration of job	6 month renewable contract

Purpose of job

- Develop and execute local sales and customer action plans.
- To professionally handle enquiries, sales and registrations across the full range of the British Council Mexico Teaching Centre's services and activities for adults and young learners and where relevant English, examinations, UK education and cultural operations.
- To deliver sales targets on all products and first-class customer care through several actions from pursuing partnerships to drive customers by working together with marketing.
- To ensure quality service delivery through daily account management of current clients and prospects (corporates and individuals).
- Monitor and evaluate sales and account management systems, resources and processes.
- Deliver sales targets and first-class customer care in our integrated Customer Service Centre.

Context and environment

The British Council, Mexico opened its Teaching Centre in Mexico City in 2002. We now teach classes in several locations across the city including our main centre in Polanco, as well as satellite centres at Reforma and Interlomas. We currently teach over 1000 adult students as well as 300 Young Learners (from 2-18) per term, general English language courses as well as exam preparation (FCE, CAE, CPE & IELTS), business courses, teacher training and specialised skills courses. We also offer online training courses as well as customised training for companies and educational institutions.

Accountabilities, responsibilities and main duties (including but not limited to)
Targets

- To meet and exceed sales and customer management targets as set out by the organisation.

Sales
1. Corporate Sales

- To prospect and pitch to corporate clients the products in our portfolio that best suit their needs.

2. Via telephone

- To ensure all telephone sales enquiries are professionally handled, within agreed deadlines, with the purpose of generating excitement and interest in our products and driving the customers to visit the centre for a face-to-face consultation.

3. Via email

- To ensure all email sales enquiries are professionally handled, within agreed deadlines, with the purpose of generating excitement and interest in our products and driving the customers to visit the centre for a face-to-face consultation.

4. Via face-to-face consultation

- To ensure that high quality face-to-face consultation is provided by Sales Consultants which identify customer needs, issues and concerns and recommend the most appropriate products.

5. Via other resources

- To constantly look for new ideas, partnerships and resources to exceed sales targets.

Sales & Marketing Support

- To provide sales support for sales and marketing events (in or out of the centre) with the purpose of creating awareness and generating leads for the centre.

Teaching Centre placement tests

- To ensure that Sales Consultants proactively encourage all enquirers and visitors to take a placement test and give clear, accurate information about placement test procedures and timings.
- To ensure Sales Consultants carry out a full consultation with the customer regarding linguistic and personal language learning needs.
- To organise and supervise placement testing sessions efficiently and courteously.
- To ensure Sales Consultants encourage all placement test takers to enrol on an appropriate course.

Registration of new customers for Teaching Centre

- To identify available slots and proactively seek to register the required number of students each term.
- To offer available places according to re-registration numbers to interested enquirers.
- To make sure Sales Consultants follow up with telephone calls to potential customers with the purpose of encouraging them to register.

Re-registration of existing customers for Teaching Centre

- To ensure that all existing customers (in the case of Younger Learners – their parents) are informed of re-registration periods in writing, via telephone calls and class visits in a timely manner.
- To make sure Sales Consultants follow up with telephone calls to existing customers with the purpose of encouraging them to re-register.
- To follow up on myClass students who have been inactive or whose credits are due to expire to ensure maximum credit consumption.
- To regularly update and maintain waiting list records.

Data collection and reporting

- To ensure that all databases and reports are recorded and updated in a timely, accurate manner.

Others

- To communicate working hours on a weekly basis.
- To act as customer management representative at offsite locations and be event co-ordinator on a rotation basis.

Other Responsibilities and main duties

Equal Opportunities and Diversity

- Work effectively with diversity as an essential and integral part of daily work and consistently meet the British Council's Equal Opportunities and Diversity policy and standards in carrying out all internal and external duties.

Personal and professional development

- Demonstrate a commitment to reflective practice, professional and organisational development objectives, taking advantage of opportunities to enhance qualifications and or gain/share knowledge. Make a positive contribution to team meetings and give suggestions to management for improving Sales/Customer Management practices and procedures based on customer feedback.

IKM (Information Knowledge Management)

- Manage information created and received in compliance with the British Council's information management standards, policies, the UK Data Protection Principles and local legislation.

Key relationships

- External: Adult students, Young Learner students and their parents, Corporate clients
- Internal: Teaching Centre Manager, Sales Manager, Sales Consultants, Customer Management Team Manager, Teaching Centre Marketing Manager, Senior Teachers, Coordinators, Teachers, Resources/Business Support Team

Other important features or requirements of the job

- We are open to the public Mondays to Fridays 8.00 – 20:00, Saturdays 8:00 - 15:00, Sundays 10:00 -18:00. Our teaching hours are Mondays to Fridays 7.00 – 21:30, Saturdays 7:30 - 20:00, Sundays 10:00 -18:00
- The post holder will be required to work a five-day week which will regularly include a combination of Saturdays, Sundays and weekday evenings. These will be assigned on a rotational basis.
- Position will require outside sales consultations at British Council/partner offices i.e: some travel within the Mexico City Metropolitan Area will be required.
- Candidate will be expected to engage fully in learning about and understanding the British Council product portfolio in order to sell to prospects.

Please specify any passport/visa and/or nationality requirement.

Must be eligible to work in Mexico

Please indicate if any security or legal checks are required for this role.

As per national requirements for residence and employment

Person Specification

	Essential	Desirable	Assessment stage
Behaviours	<p><u>Making it happen</u> Challenging myself and others to deliver and measure better results (More demanding)</p> <p><u>Working together</u> Establishing a genuinely common goal with others (Essential)</p> <p><u>Being accountable</u> Delivering my best work in order to meet my commitments (More demanding)</p> <p><u>Connecting with others</u> Making regular opportunities to understand others better (Essential)</p> <p><u>Shaping the future</u> Looking for ways in which we can do things better (Essential)</p> <p><u>Creating shared purpose</u> Making regular opportunities to understand others better (Essential)</p>		<p>Application & interview</p> <p>Application & interview</p> <p>Application & interview</p> <p>Application</p> <p>Not assessed at recruitment stage</p> <p>Not assessed at recruitment stage</p>
Skills and Knowledge	<ul style="list-style-type: none"> ○ Excellent sales techniques ○ Competent IT skills 		Short listing and/or Interview
Experience	<p>Previous experience of working in a sales environment (2-4 years)</p>		Application, interview, references
Qualification/ Education/ Training	<p>Language skills – strong spoken and written English (IELTS 6 or above) B2-C1 level on the CEF (Common European Framework) and native Spanish speaker level</p>	Bachelor degree	Short listing

Other	<p><u>Initiative</u> Pursuing opportunities actively.</p> <p><u>Account Management and Follow-up</u> On time and proactive response to any client's need.</p> <p><u>Attention to detail</u> To be exact on every document sent.</p>		<p>Examples during interview.</p> <p>Examples during interview.</p> <p>Examples during interview.</p>
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Submitted by	Jaime Rascon	Date	November 2015
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The British Council is committed to a policy of equal opportunity and is keen to reflect diversity at every level within the organisation. We welcome applications from all sections of the community. In line with the British Council's Child Protection policy, any appointment is contingent on thorough checks; these include criminal records checks.

We are committed to employing disabled people.

Personal data collected will be for recruitment purposes only.

