

New Business Strategy Consultant

Team: Client Experience

Grade: Expert 1

Responsible to: Head of Client Experience

Responsible for: Client Sales Executive

Location: MHFA England central office and home working

Overall purpose of the role

We are seeking an experienced, autonomous and results-driven outbound sales expert to establish new business development strategies through outbound initiatives and to identify and implement new sales software or tools of relevance.

The ideal candidate will have a proven track record of building and scaling successful outbound sales strategies with a focus on acquiring new business within the B2B wellbeing space.

The candidate will be able to identify new market opportunities and generate leads to build and maintain a sales pipeline to meet agreed revenue and impact KPIs.

The role will include managing and delegating administrative responsibilities to the Client Sales Executive and working collaboratively to inform and upskill them on the overall outbound strategy.

Following a clear sales process, qualified leads will be handed over to ensure an exceptional customer experience from enquiry to point of booking, working to support a smooth handover to enable the successful delivery of services.

Key responsibilities

Strategy, planning & budgeting

1. Manage and implement overall outbound sales plan based on detailed understanding of sales tools, sectors, revenue and impact targets.
2. Plan own work to deliver against department KPIs and set targets aligned with organisational objectives.

Implementation

3. Lead on driving outbound sales activity to implement, test and track new ways of generating workplace client leads.
4. Generate leads and create pipeline of prospective clients.
5. Consult with initial queries from prospective clients and once qualified, introduce to designated Delivery Consultant.
6. Keep records of all client contacts as required, reporting on progress. Provide data and track individual progress against targets for regular sales reporting.
7. Oversee administration relating to the sales process, ensuring it is completed and within deadlines set.

Collaboration and connectivity

8. Collaborate across the department to ensure smooth client experience.
9. Report into Head of Client Experience to advise of performance and overall opportunity generated.

Leadership and management

10. Manage, coach and support wider team members including Executive and Support level roles.
11. Build a positive and open team culture, motivating team members.
12. Role model cultures and behaviour including best practice for self-care.

13. Provide regular feedback to individuals through agreed framework.

Other responsibilities

14. To undertake other such duties in line with the function of the post as required by MHFA England.

15. To contribute to the overall delivery of the work of the directorate as well as the goals of MHFA England.

16. Ensure that good practice, policy and brand guidelines are adhered to.

17. Deliver all work within our equality and diversity framework.

18. Agree and work towards personal performance objectives and targets and participate in regular supervision and annual performance appraisal.

19. Adhere to all our policies and processes including our code of conduct.

20. Actively participate in the wider life of MHFA England.



Person specification

	Essential	Desirable
Experience / Qualifications	<ul style="list-style-type: none"> - Minimum of 5 years' experience working in an outbound-focused/business development sales team - Proven track record of generating leads and hitting meeting/call or revenue KPIs - Knowledge and proven track-record of using a variety of outbound sales tactics to generate leads and revenue - Experience in creating and building an outbound sales pipeline from foundational stage - Experience in tracking, analysing and reporting on sales metrics 	<ul style="list-style-type: none"> - Experience of working in a commercial sales role in a membership, training or consultancy environment. - Experience of using CRM systems. - Experience of managing own workload with conflicting priorities - Experience in managing BDRs/junior salespeople
Knowledge	<ul style="list-style-type: none"> - Demonstrable strong understanding of Business Development/Outbound Sales - Understanding of a sales process 	<ul style="list-style-type: none"> - Knowledge of mental health and wellbeing best practice within organisations
Skills/ Abilities	<ul style="list-style-type: none"> - Strong interpersonal skills and ability to network - Successful history of owning and managing a sales pipeline - Commercially aware with good business acumen and financial awareness. - Ability to communicate to all levels both internally and externally. - Effectively manages relationships - Works collaboratively 	<ul style="list-style-type: none"> - Ability to manage multi-stakeholder relationships and projects. - Data management and reporting.
Competencies	<ul style="list-style-type: none"> - Self-aware and emotionally resilient - Autonomous, self-starter - Excellent communicator, who can work well as part of a team and independently. - Evidence of being results-driven, setting and achieving targets. 	



	Essential	Desirable
Core Beliefs	At MHFA England we would like for all applicants and staff members to hold shared fundamental beliefs such as: <ul style="list-style-type: none">- <i>Equal opportunities for all</i>- <i>Working collaboratively instead of siloed</i>- <i>Ability to learn and grow – taking on new ideas</i>- <i>Compassion and empathy</i>	



MHFA England

Living our values	Making good decisions to deliver strong results	Effective engagement and communication	Building healthy relationships and a sense of belonging	Learning from our mistakes and successes
<ul style="list-style-type: none"> ➤ Inspires, motivates, coaches and supports teams members to be engaged and highly performing and role models culture values behaviours ➤ Is authentic, brings whole self to work and encourages others to do the same ➤ Is mindful, listens with empathy/EQ ➤ Actively champions and advocates mental health and wellbeing, diversity and inclusion ➤ Actively empowers staff and encourages distributed leadership 	<ul style="list-style-type: none"> ➤ Takes responsibility for making and implementing unbiased decisions ➤ Is flexible and responsive as priorities and requirements change ➤ Effectively seeks solutions and solves problems, empowering others to do the same ➤ Supports others in their decision-making and problem solving ➤ Engages the team in planning and decision-making where appropriate ➤ Empowers the team and places trust in them to take ownership, make decisions and deliver results ➤ Passionate and skilled at coaching others, challenging them to improve and managing performance 	<ul style="list-style-type: none"> ➤ Is approachable, clear and assertive ➤ Cascades important and relevant information to team and others clearly and swiftly ➤ Tailors communication and influencing style accordingly ➤ Listens to and empathises with others to understand the root of situations before responding ➤ Proactively shares knowledge and information 	<ul style="list-style-type: none"> ➤ Role models effective, mutually supportive teamwork with colleagues ➤ Effectively manages the expectations of others, gaining buy-in where required ➤ Builds and invests in relationships across the organisation ➤ Uses awareness of how own team fits within the wider organisation to find solutions ➤ Understands the team and works to their strengths ➤ Advocates upwards for team members ➤ Builds and encourages team spirit and wellbeing ➤ Supports others in adapting to change 	<ul style="list-style-type: none"> ➤ Demonstrates creativity in order to improve how things are done in own area of work ➤ Takes an entrepreneurial approach to improving how we do things ➤ Consistently seeks opportunities to enhance own development and build expertise ➤ Role models a positive and constructive approach to giving and receiving feedback ➤ Encourages team members to innovate and improve the way they do things ➤ Embraces change and demonstrates flexibility in adapting to it, and helps others to see the benefits and opportunities