

COVENTRY & WARWICKSHIRE CHAMBER OF COMMERCE

Job Description

Job Title: Membership Sales Advisor

Reports To: Membership Manager

Salary Range: £25,000 basic salary, plus uncapped commission OTE £31,000

Main duties and responsibilities:

To promote the benefits of Coventry & Warwickshire Chamber of Commerce with the objective of recruiting new members

Role and responsibilities

- To identify and recruit new members against agreed targets
- To identify and create sufficient leads to maximise sales opportunities and ensure monthly targets are met
- Active client relationship management both during recruitment process and beyond
- To host Chamber networking events and build relationships with prospective and existing members
- Regular attendance at networking events such as SME forums, Business and Trade Expos
- To work with Membership support team to maximise membership retention against agreed targets
- Promote and sell all Chamber Services, including DIT, Events, HR Consultancy and Sponsorship opportunities.
- To work with team members to develop and deliver membership sales campaigns which meet the needs of SMEs across Coventry and Warwickshire and increase recruitment activity
- Maintain accurate and timely records via the Chamber's CRM system
- Undertake training and continuous professional development

Person Specification

- Successful Business to Business track record
- Commercially astute - with a proven ability to quickly understand a new business or industry and the challenges and opportunities it presents
- A broad understanding of business needs, such as finance, marketing and sales and the issues that SME face
- A broad knowledge of strategic and operational issues affecting SMEs
- A thorough understanding of the nature of businesses within Coventry and Warwickshire
- Ability to analyse own performance, understanding the trends and forecasting the future
- A keen eye for an opportunity and know how to pursue and close a deal

- An extremely positive can-do attitude
- Strong networking skills and building and making connections
- Strong written and verbal communication
- Persuasive with good negotiation skills
- Ideally conversant with social media/LinkedIn
- Able to work flexible hours, e.g attend breakfast and evening events
- Driving license and use of a car for business purposes
- Minimum of three years experience in a business development/sales experience ideally gained in a membership organisation or business to business environment.