



Title of post:	B2B (Business-to-Business) Contact Facilitator
Reports to:	Head of Careers, Employability & Enterprise
Key Contacts:	Businesses within the Greater Lincolnshire Local Enterprise Partnership (GLLEP) area. SFA Project Manager/Business Development Manager. Business Skills Advisors.
Job Grade:	Grade 3
Period:	Casual – to 31 th March 2019
Hours	Up to/around 20 hours per week – during business hours
Annual Leave	None – holiday pay to be included in the rate
Location	BGU – Lincoln, but after initial training/with prior authorisation, can also be home-based for a part of the working week

Outline of the post

The post holder will work as one of a team of three B2B (Business-to-Business) Contact Facilitators, identifying, researching and targeting business contacts, and making appointments for BGU's business-facing staff to undertake meetings with businesses in the Greater Lincolnshire Local Enterprise Partnership (GLLEP) area. They will work on an online telemarketing system with selected business/contact data pre-loaded. After initial training and induction, the post holders will make calls to businesses to solicit appointments, explaining the nature of BGU's business services, whilst also carrying out an initial eligibility check. It is therefore critical that the post holder can develop a good rapport over the telephone with key business stakeholders. They will be responsible for recording data to ensure that accurate information is available to all BGU business-facing teams.

Organisational and oral communication skills, particularly in terms of a friendly but professional telephone manner, feature strongly. Business-to-Business Contact Facilitators must have the ability to relate to a wide range of businesses and business people.



Job Description

1. As instructed, research, target and contact senior business decision makers.
2. Engage with employers by telephone, throughout the Greater Lincolnshire area to make and confirm appointments for BGU business-facing staff.
3. Sell the concept of the fully-funded skills and training analysis, answering questions and overcoming objections.
4. Demonstrate persistence in overcoming “professional gatekeepers”, gaining their trust and achieving contact with a responsible decision maker – making multiple call/appointment setting attempts where necessary.
5. Ensure that appointments are only made with eligible businesses by checking a set of financial, staffing and location/organisational criteria.
6. Provide employers with sufficient information, both orally and via email to help them understand the benefits of the service being offered.
7. Liaise with BGU business-facing staff regarding diary management and availability.
8. Utilise a dedicated telemarketing system which helps to guide calls; record results of all call attempts and activity on this telemarketing system.
9. Undertake checks on the BGU’s Customer Relationship Management (CRM) system, and enter new leads as directed.
10. Attend appropriate training and staff development sessions, in person or online.
11. Comply with the University’s Health and Safety Welfare Policy, legislation and practice.
12. Maintain professional standards in relationships, including non-discriminatory practice.
13. Undertake any other duties as may reasonably be required, including administrative duties appropriate to this role.



PERSON PROFILE

Area	Essential	Desirable
Education/Qualifications	GCSE Grade C in English and Maths	Educated to GCSE level or higher.
Skills, Knowledge & Experience	<p>Excellent Telephone Skills. Good communications skills in a business to business setting.</p> <p>Customer-facing/customer service experience.</p> <p>Excellent computer literacy/skills, including web research.</p> <p>Experience of dealing with detailed and/or complex business information.</p>	<p>Previous telemarketing experience.</p> <p>Articulate and able to maintain rapport with senior level decision makers.</p> <p>Accurate management of information resources, both paper-based and online, including CRM systems.</p>
Personal Qualities	<p>Self-starter and able to work with initiative, persistence and independently; a can-do attitude - ability to work conscientiously, without supervision</p> <p>Good communication and IT skills</p> <p>Ability to respond to and overcome objections, tactfully and politely</p> <p>Excellent time management and prioritisation skills</p> <p>Shows attention to detail</p> <p>Professional and diplomatic at all times – trustworthy and discreet when handling confidential information</p> <p>Effective team player</p>	