

Sales Executive – Red Cross Training

Job Level	Level 1b	Service	Red Cross Training
Directorate	Finance and Social Enterprise	Function	Sales
Direct Reports	N/A	Indirect Reports	N/A

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Purpose	As a Sales Executive, your primary role is to promote and sell first aid training, mental health training, and related first aid products to businesses in a Business to Business (B2B) and business to consumer (B2C) environment. You will build strong client relationships and identify opportunities to meet their health and safety needs through tailored training solutions. All profits from your sales directly support the British Red Cross in delivering vital humanitarian aid and emergency response services across the UK and globally.		
Budgetary responsibility/ accountability	N/A	Accountability for other resources	N/A
Key Responsibilities	Sales Delivery • Make inbound and outbound calls and send follow-up emails to generate leads, nurture prospects, and close sales. • Understand customer needs and recommend appropriate first aid, mental health training, or product solutions. • Achieve individual and team sales targets through effective communication and persuasive selling techniques. • Handle objections and resolve queries in a professional and customer-focused manner. • Collaborate with internal teams (e.g., marketing, training delivery) to ensure smooth customer onboarding and satisfaction. • Stay informed about product updates, promotions, and industry trends to provide up-to-date advice.		

	Data and Reporting • Maintain accurate records of customer interactions, sales activity, and pipeline updates using CRM, Booking and Financial systems. • Adhere to internal data policies and procedures as well as legal requirements Service Delivery • Ensure timely responses to all inbound and outbound emails and calls, adhering to agreed Service Level Agreements (SLAs). • Monitor and manage open deals and enquiries, ensuring follow-ups are completed within specified timeframes to maintain service quality. • Collaborate with other internal teams to ensure smooth handover from sales to fulfilment, maintaining a seamless customer experience. Team Member • Collaborate with team members and sales managers to share feedback, insights, and best practices for continuous improvement. • Attend and input ideas and questions into team meetings, weekly Huddles group coaching and feedback sessions The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.
Knowledge & Skills	Essential • Multi-Channel Communication - comfortable with phone and email communication. Understanding of etiquette and engagement.* • Customer Service Orientation – Ability to handle objections and resolve issues. Focus on customer satisfaction and retention.* • Proven ability to prioritise and manage work effectively in a fast-paced environment, to deliver on time and in full against specific objectives.* • Product/Service Understanding - Ability to quickly learn and articulate product features and benefits.* • Communication Skills - Clear, persuasive verbal and written communication. Active listening and empathy on phone calls.* • Sales Drive & Resilience – Has a goal-oriented mindset with a track record of meeting and exceeding targets and an ability to handle rejection.* Desirable • Formal Sales Training or certifications in sales

	Curiosity & Continuous Learning - Interest in personal development, sales trends, or customer behaviour.
Experience	Essential - Experience of working collaboratively in remote or hybrid teams, using collaboration tools like MS Teams.* - Customer Interaction - Experience of handling customer objections, complaints, and closing sales in a professional manner via phone and email * - Target-Driven Environment - Demonstrated ability to meet or exceed sales KPIs (e.g., conversion rates, call volumes, revenue targets).* - Familiarity with consultative selling and experience with upselling, cross-selling, and closing techniques.* Desirable - Sales Experience involving both inbound and outbound calls or communications. - High-Volume or High-Ticket Sales - Experience of managing large volumes of leads or selling high-value products/services. - CRM and Sales Tools - Hands-on experience with at least one CRM. Familiarity with call logging, lead tracking, and pipeline management.
Additional requirements	- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic). - Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. - Hybrid working.

Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	None
PVG- Scotland	None
Access NI- Northern Ireland	None
Driver Check	No
<u>International Roles Only</u>	
International Police Check	No
International Driving Licence for manual cars	No

Role Reference		Review Date	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.