

Job Description			
Job Title:	Sales Executive Central China	Division:	Language Testing
Department:		Section:	
Band:		Salary:	
Reporting to:	Sales Manager Central China	Location:	Shanghai

Purpose of role:
Working with Sales Manager Central China, contribute to the delivery of the sales strategy in Central China for Pearson's new academic English test, the Pearson Test of English (PTE) Academic (with other products to follow), delivering agreed personal sales and revenue targets.
Key Accountabilities:
<ul style="list-style-type: none"> To contribute to the delivery of a sales strategy in Central China for Pearson's new academic English test, the Pearson Test of English (PTE) Academic (with other products to follow) To deliver agreed sales volumes and revenue. To build and develop a network of sales relationships with external stakeholders including commercial and academic language providers, test prep providers, associations and agencies. To provide sales support to assigned Professional Partners (PPs), ensuring PPs are equipped to provide a high level of information and preparation support to Test Takers. To deliver ad-hoc projects and duties as required.
Key outputs:
<ul style="list-style-type: none"> The sales plan is delivered resulting in goal completion. Personal sales and revenue targets are achieved. Commercial sales deals for PTE Academic leading are secured. An increased awareness of PTE Academic within Central China is achieved through implementation of sales and marketing plans. Relationships with potential partners, influencers and other organisations are developed and maintained. Exemplary standards in customer care/service are set ensuring that high standards are met in delivery and service of Pearson tests and services.
Candidate Profile:
Essential Skills <ul style="list-style-type: none"> At least 2/3 years experience and evidence of success in target oriented sales role. Evidence of success in building and maintaining external stakeholder relationships leading to commercial opportunity. Ability to communicate professionally, clearly and effectively to target audiences. Highly developed oral, written and presentation skills. Influencing skills and the ability to convince through personal credibility. Ability to gain and assimilate product knowledge and attain a thorough knowledge of the marketplace. Able to work under pressure to meet deadlines. Good organisational, planning & time management skills. Highly motivated self-starter with a high level of energy and motivation. Able to work on own initiative and as part of a team. Ability to deliver a customer focused service.

Desirable Skills

- Experience working for a global organisation
- Experience working in the English language testing marketplace
- Previous education sales experience in educational testing
- Experience of curriculum design for EL provision for international students or TEFL experience, or international student recruitment.

Background Information:

Pearson has recently launched PTE Academic www.pearsonpte.com/pteacademic , a new test of academic English aimed at international students. This product is entering in to a well established market with 2 global competitors (IELTS and TOEFL). This role will require the post-holder to think creatively about effective sales strategies and implementation in this context.

PLT is headquartered in London.

Key Challenges:

- Generating test taker volume for a new testing program in a highly entrenched competitive market
- Working in a start up business unit of an established company, fast paced environment
- Working across academic and commercial sectors
- Working innovatively within defined processes
- Working independently
- Positively influencing key stakeholders

Working Pattern:

Travel will be required for success in the role, particularly within Central China.

Some extended working may be necessary at peak times and to accommodate travelling and time zone constraints.