



Job Description

Job Title:	Corporate Training Advisor	Job Code:	3150
Department:	Corporate and Continuing Education	Grade:	K
Date:	Revised, 2005	FLSA:	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

Responsible for achieving targeted growth through the acquisition and development of business & industry clients. Duties include solicitation, qualification, negotiation, contracting for and account maintenance of contract training clients. Identifies and creates new opportunities for continuous revenue growth to meet established targets. Efforts result in the attainment of revenue goals for Corporate & Continuing Education.

Characteristic, Duties and Responsibilities:

1. Build long term client relationships in order to develop and present sales proposals to prospective and repeat clients and to close sales.
2. Prospect and generate new business & industry clients through research, cold-calls, outreach, and other marketing/sales initiatives.
3. Coordinate with Program Developers to set up courses and provide follow up to clients
4. Develop a complete understanding of assigned CPCC course products in order to offer customized products for client.
5. Participate in establishing sales goals with the Director of Training Services and ensure daily activities align with meeting these goals.
6. Collaborate with Directors to develop enhanced or new products desired by the industry/market.
7. Utilize and maintain clients and prospect lists databases (ACT).
8. Attend ongoing internal and external sales and product training sessions to assure proficiency (as determined by the Director of Training Services).
9. Work with the CCE marketing team to utilize effective sales materials in presentations and proposals.
10. Perform other duties as assigned by the Director of Training Services.

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.



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Reporting Relationships:

Direction Received: Director of Training Services

Direction Given: Responsible for collaborative relationships with CPCC employees and business and industry clients.

Minimum Requirements:

Bachelor's degree in marketing, communication, management or closely related field. Two years sales or marketing experience in education, training or manufacturing industry preferred. Demonstrated success in achieving numeric goals. Excellent presentation and written communication skills particularly in communicating services to management level personnel. Computer proficiency in desktop applications with database experience preferred.

Knowledge, Skills, Abilities and Worker Characteristics:

Computer Skills - MS Word, Excel, PowerPoint & Outlook. Utilization of database management tools such as ACT! is essential.

Interpersonal Skills – Building relationships with clients will be the foundation of the selling process. Coordinating and communicating with CCE teams outside of the Sales Team will be critical to success. Drive, Ambition, and initiative are key.

Presentation Skills – Ability to make conceptual presentations to management level personnel. Ability to Develop and write sales proposals, correspondence, and assist in marketing collateral. Strong oral & written Language skills are essential.

Reasoning Ability – Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret client needs and to determine what products can be tailored to fit the client's need. Flexibility is key.

Working Conditions:

Typical office environment. Travel between campuses and clients offices. Must have reliable personal vehicle.

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