JOB DESCRIPTION: Sales Consultant

TEAM: Student Experience Team
REPORTS TO: Head of Student Experience
WORKS CLOSELY WITH: Partnerships, Marketing, Programmes, Operations, Finance, Tech/CRM

THE COMPANY
Summer Boarding Courses (SBC) is an education provider, sitting part of a wider group, Dukes Education. Founded in 2009, SBC creates and delivers short-term residential courses for international students aged 6-17 years old in partnership with respected boarding schools and colleges. The SBC Head Office team holds a genuine passion for teamwork, excellent customer service, and, very importantly, a sense of fun. Learn more on our website.

THE ROLE
The Sales Consultant supports enrolment and commercial performance for Summer Boarding Courses by handling direct customer enquiries and delivering high-quality, pre-booking sales conversations with parents and guardians.

The role focuses on guiding prospective customers through programme options, locations, dates and pricing, providing clear and accurate information to support informed decision-making. Working as part of the Sales team within the wider Student Experience function, the role contributes to strong conversion outcomes through consistent, professional and human-centred engagement across agreed communication channels.

During the summer delivery period, the role may provide flexible support to the Student Experience function, assisting with parent communication and routine issue resolution under the guidance of senior colleagues, helping to maintain service standards during periods of peak demand.

CORE OUTCOMES

- High-quality sales conversations convert direct enquiries into well-matched enrolments, supporting strong commercial performance
- Prospective customers experience clear, consultative and professional engagement prior to booking
- Sales activity for direct bookings is consistent, disciplined and aligned with agreed standards and processes
- Customers feel informed, supported and confident in their decision-making, laying the foundations for positive long-term relationships with SBC
- Accurate and timely handling of enquiries supports smooth transition into admissions and a positive post-booking experience
- During peak periods, the Sales team contributes flexibly to wider Student Experience delivery, supporting service continuity under the guidance of senior colleagues

KEY SALES CONSULTANT RESPONSIBILITIES

1. Sales & Pre-Booking Activity (Primary Responsibilities)

Enquiries:

- Handle direct customer enquiries from parents, guardians and other prospective customers, delivering clear, professional and consultative sales conversations
- Provide accurate information on programme options, locations, dates and pricing, supporting appropriate course matching and informed decision-making
- Manage inbound communications across agreed direct sales channels, following established enquiry handling, follow-up and conversion processes
- Maintain timely, organised and accurate communication with prospective customers throughout the pre-booking journey, prioritising human-centred methods such as phone and video calls to build trust, rapport and clarity
- Accurately capture pre-booking customer information in the CRM to support smooth transition into admissions and enrolment, and to inform marketing insight and reporting
- Maintain the accuracy and completeness of direct sales data, ensuring enquiry records are up to date and reliable
- Support agreed lead-generation activity for direct bookings through proactive sales engagement, in line with agreed strategy and priorities

Sales Quality & Team Collaboration

- Work within agreed sales standards, messaging and customer experience principles
- Collaborate closely with the Sales team to support consistent, high-quality sales execution
- Liaise effectively with Admissions colleagues to support smooth handover from sales to enrolment
- Collaborate with Operations, Marketing and Student Experience colleagues where required to ensure customer expectations align with delivery realities
- Escalate complex, sensitive or uncertain cases to senior colleagues in a timely and appropriate manner

CRM & Sales Administration

- Use CRM systems accurately and consistently, following agreed workflows, data standards and guidance
- Support the maintenance of accurate sales reporting by ensuring activity and outcomes are correctly recorded
- Flag data issues, system limitations or process gaps to senior colleagues where identified

Relationship-Led Sales Practice

- Build positive, professional relationships with prospective and returning customers, supporting trust and confidence in SBC
- Contribute to a relationship-led sales approach by maintaining continuity, professionalism and responsiveness in customer interactions

2. Cross-Team & Commercial Support (Secondary Responsibilities)

During the recruitment season:

- Provide support to the Agent Sales team where required, including attending events or assisting with partner-related activity, without assuming day-to-day ownership of agent relationships
- Support sales events, fairs or showcases, online and in person, in collaboration with Sales, Marketing, or Partnerships colleagues where appropriate

During the summer delivery period:

- Assist with parent communication and routine issue resolution during periods of peak demand
- Support the maintenance of service standards during busy operational periods
- Capture observations or recurring issues and share with senior colleagues to support post-summer review and improvement

Please note, this is not an exhaustive list of duties

PERSON SPECIFICATION
Essential Skills and Experience:

- Demonstrable experience in a customer-facing role involving sales, admissions, customer care or similar consultative engagement
- Strong verbal and written communication skills, with the ability to explain information clearly and professionally to parents and guardians
- Confidence using phone and video calls as primary methods of customer communication
- High level of organisation and attention to detail, particularly when managing multiple enquiries and follow-ups
- Ability to follow established processes and standards while maintaining a personable, human-centred approach
- Comfort working with CRM systems or similar databases, with the ability to capture information accurately and consistently
- Ability to manage workload effectively during busy periods while maintaining service quality
- Good judgement in recognising when to escalate complex or sensitive cases to senior colleagues
- Willingness to learn, accept feedback and develop sales and customer communication skills over time

Desirable Skills & Experience

- Previous experience in education, travel, summer schools or international programmes
- Experience working with international families or in a multicultural environment
- Experience using Salesforce or similar CRM platforms
- Experience supporting events, fairs or customer-facing outreach activity
- Professional working proficiency in an additional language
- Experience working with individuals from diverse cultural backgrounds, demonstrating cultural awareness and sensitivity in communication.

SBC SAFEGUARDING STATEMENT
Summer Boarding Courses is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. We have a comprehensive Safeguarding and Child Protection Policy and procedures in place which all employees, volunteers and contractors are expected to adhere to.