

Sales Manager - Center for Continuing Education (Kuwaiti Male Candidates Preferred)

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Company: American International University, Kuwait

Location: Kuwait

Category: other-general

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The American International University, Kuwait

Overview

The Sales Manager at The American International University plays a pivotal role in driving our institution's growth by promoting our academic programs, courses, and services to prospective students and stakeholders. This role requires a dynamic individual with a deep understanding of the educational landscape and a passion for making education accessible and transformative.

Key Responsibilities

1. Student Recruitment and Enrollment: Develop and implement strategies to recruit and enroll new students into our various academic programs.
2. Relationship Building: Foster relationships with schools, universities, counselors, and other educational institutions to build a robust referral network.
3. Team Leadership: Manage and mentor the sales team, ensuring they meet their individual and group targets.
4. Market Analysis: Conduct regular market research to understand emerging trends in

education, identify potential areas for expansion, and adjust sales strategies accordingly.

5. Marketing Collaboration: Work closely with the marketing team to develop and optimize marketing materials and campaigns that resonate with our target audience.

6. Sales Forecasting: Provide regular sales forecasts, helping the institution to plan its resources and investments strategically.

7. Event Representation: Represent the institution at educational fairs, workshops, and seminars, promoting our offerings and establishing our presence.

8. Stakeholder Communication: Communicate effectively with internal teams, ensuring alignment between sales strategies and the institution's academic objectives.

9. Feedback Loop: Act as a bridge between prospective students and the institution, providing feedback to academic teams to help refine courses and programs based on market needs.

10. Continuous Learning: Stay updated with the latest trends in education and adopt best practices to improve sales processes continuously.

Qualifications

- Bachelor's degree, preferably in Marketing, Business Administration, or a related field.
- A background in education is a plus.
- Minimum of 3 sales experience
- Demonstrated ability to meet and exceed sales targets.
- Strong leadership skills and the ability to motivate and manage a team.
- Excellent communication and interpersonal skills.
- Proficient in using CRM software and other related tools preferred.

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