

Sales & Customer Service Officer

Position Overview:

Sales & Customer Service Officer is responsible for promoting and selling education programs and services offered by Red Academy. This position requires a passion for music, strong communication skills, and the ability to build relationships with potential customers. The salesperson will play a crucial role in attracting and enrolling students, meeting sales targets, and contributing to the growth and success of the school.

Key Responsibilities:

1. Sales and Promotion:

- Actively promote education programs and services to individuals, schools, and community organizations.
- Conduct sales presentations and consultations to prospective students and their parents, highlighting the benefits of music education.
- Provide accurate and detailed information about various music programs, curriculum, pricing, schedules, and any additional services offered.
- Address customer inquiries, concerns, and objections in a professional and persuasive manner.
- Follow up with leads and maintain regular communication to nurture relationships and convert prospects into enrolled students.

2. Customer Relationship Management:

- Build and maintain strong relationships with existing and potential customers, including students, parents, and school administrators.
- Collaborate with the education center's staff and instructors to ensure a smooth transition for new students and address any customer service issues or concerns.
- Keep accurate records of customer interactions, inquiries, and sales activities in a customer relationship management (CRM) system.

3. Achieving Sales Targets:

- Set and strive to achieve individual and team sales targets, as established by the music education center.
- Monitor and analyze sales performance metrics to identify areas for improvement and develop strategies to meet or exceed sales goals.
- Stay updated on industry trends, competitor offerings, and market demands to adjust sales strategies accordingly.

4. Events and Networking:

- Represent the music education center at community events and educational fairs to promote programs and services.
- Collaborate with marketing and outreach teams to develop promotional materials, advertisements, and online campaigns.

Qualifications and Skills:

- High school diploma or equivalent.
- Proven experience in sales, preferably in the education or music industry.
- Strong passion for music and music education.
- Strong communication, presentation, and interpersonal skills.
- Ability to build rapport and establish relationships with diverse individuals and organizations.
- Results-oriented mindset with a track record of meeting or exceeding sales targets.
- Self-motivated, proactive, and able to work independently as well as part of a team.
- Flexibility to work evenings and weekends as needed to accommodate customer schedules and events.