



JOB DESCRIPTION FOR BUSINESS DEVELOPMENT EXECUTIVE

Roles and Responsibilities

1. **Lead Generation:** Proactively identify and generate new business opportunities cold calling.
2. **Prospect Engagement:** Engage with potential clients, students, and educational institutions to understand their needs, provide information about the programs offered, and build relationships to facilitate the admission process.
3. **Client Relationship Management:** Nurture and maintain relationships with existing clients, providing ongoing support and addressing any concerns or inquiries they may have regarding admissions or related services.
4. **Admissions Process Management:** Guide prospective students through the admissions process, including application submission, document verification, and enrolment procedures, ensuring a smooth and efficient experience.
5. **Professional Development:** Stay informed about industry trends, best practices, and regulatory requirements related to admissions counselling and higher education to continuously improve skills and knowledge.
6. **Customer Service Excellence:** Demonstrate a commitment to providing exceptional customer service by promptly addressing inquiries, resolving issues, and exceeding expectations to foster positive relationships and promote brand loyalty.