



a world of opportunity

# RECRUITMENT PACK



# ABOUT ABE

ABE was founded 50 years ago with a clear social purpose to improve business education for aspiring entrepreneurs.

Today, ABE operates all over the world and plays a vital role in helping to diversify and grow economies, reducing inequality within and among countries, and is at the forefront of the entrepreneurial skills agenda.

Following a period of transformative change and strategic planning following the acquisition of ABE by the Institute of Leadership, ABE is poised for growth with an exciting agenda to optimise its global qualifications market and innovate for growth with a range of education and membership initiatives.

## HOW WE WORK

We work with a network of international education partners to develop skills that support businesses, empower individuals, reduce gender inequality and tackle extreme poverty.

Our post-school qualifications are delivered through a network of high-quality accredited TVET centres (colleges and training providers). Our qualifications enable people to become professionally qualified business practitioners at any age or stage in their career, frequently providing their sole pathway to higher education.

Our work with schools develops business and entrepreneurial know-how in children and helps them prepare for a more sustainable future.

## WHY WORK WITH US

When you join ABE, you're part of a small but dedicated team committed to our social mission. Our culture is friendly, inclusive, hard-working with a can-do attitude. People are willing to do whatever it takes to achieve our objectives and help each other out.

## EQUAL OPPORTUNITIES

We are committed to equal opportunities in employment and service delivery. The policies and practices of ABE aim to promote an environment that is free from all forms of unlawful or unfair discrimination and they value the diversity of all people.





**"I HELP STUDENTS  
ACHIEVE THEIR  
DREAMS TO GET  
A BETTER JOB  
AND MAKE A  
BETTER LIFE FOR  
THEIR FAMILIES."**

# Business Development Manager – 2 posts, Mauritius and Vietnam

**Reports to:** Director  
**Retainer:** Competitive, based on experience: a monthly £ retainer + commission - based model remuneration package

*A commission of 15 percent (15%) of the total revenue (in GBP) will be paid by the Principal. The payment is on a quarterly basis (every three months). With the exception of KidsMBA, and University of Hertfordshire (UoH), which are joint ventures with ABE Global, therefore a 15% commission is based only on ABE's share of revenue, not from entire KidsMBA and UoH revenue.*

**Based:** Mauritius & Vietnam, Ho Chi Min City and the wider area.  
**Contract type:** Individual Consultant Agreement

## Job Purpose

The key focus of the Business Development Manager (BDM) is to significantly increase sales in the Schools, Further Education (FE) and Higher Education (HE) sector, training companies and corporates, both existing and new.

The BDM will be responsible for developing, growing and maintaining a client base for ABE products. Build strong working relationship with ABE colleagues, ABE centres (universities and colleges), and potential centres, ABE Members and Alumni, regulatory bodies and all other key stakeholders.

Primarily a sales role, to successfully lead and deliver on the sales and marketing strategy for your country, driving the growth of ABE by increasing new student registrations, recruiting new centres and tuition providers (universities and colleges) and to develop relationships with key stakeholders, in line with country specific targets.

This role suits a self-starting, well-organised individual, who is motivated by exceeding targets and enjoys making new connections and building networks.

## Key Tasks, Accountabilities and Responsibilities:

- Put in place a marketing and business development plan, working with the Director, to drive up recruitment of new centres (colleges) and new learner registrations (students) in your country.
- Account manage by building and developing new clients and existing client relationship in line with ABE values.

Cont/...

# Key Tasks, Accountabilities and Responsibilities:

- Initiate sales calls, follow leads and close deals through direct consultative selling, both face-to-face, and utilising videoconferencing technology as appropriate.
- Provide detailed monthly reports and attend team meetings with Director in your country:
  - Centre performance: report actions, OFQUAL compliance and recommendations after centre visits
  - Competitor activities: pricing and product development
  - Regulatory updates and changes
  - Updates on marketing and business development plan
  - Details of education landscape of the country: political, social, economic and technological with a SWOT analysis.
- Act as a representative of ABE in agreed locations on all dealings with centres, learners, businesses, media, marketing suppliers and regulatory authorities in the country.
- Provide any information and documentation as required by regulatory authorities to ensure that ABE is able to offer its qualifications in that country, ensuring that through these activities ABE's brand or reputation is not damaged and is protected.
- Keep abreast of ABE Products and services, as well as OFQUAL compliance.
- Plan and manage time effectively, achieving a good balance between planning, prospecting sales calls, key account management, stakeholder relations and evaluation.
- Maintain a detailed pipeline of prospects and log all customer information on ABE's CRM system in a timely and accurate manner.
- Seek, build and secure partnerships with centres, private companies, foundations, donor organisations to support funding.
- If required, manage ABE examination venues in your country, including sourcing and recommending venues as well as managing invigilating procedures and investigations.
- Attend events and conferences/expos to promote and sell ABE.

# Knowledge, skills and experience

- Substantial business development experience. Knowledge and experience of the education sector would be an advantage.
- Demonstrable sales experience of closing deals over achieving in business development and relationship management within the school, HE & FE sector for your country, although education sector experience would be an advantage it is not essential.
- Excellent communication and presentation skills.
- Ability and experience in building and maintaining a strong network of useful contacts, able to establish and build productive working relationships with senior levels of academics, universities, governments, regulators and/or relevant customers in home markets.
- Customer focused, maintaining an equal focus on internal and external customer demands, ensuring that decisions focus on improving customer/student experiences.
- Have an ability to manage conflict to a win-win situation and defend ABE.
- Have a clear interest and knowledge in the higher education and academic sector of your country
- Be results driven, an ability to collect data, establish facts and draw valid conclusions.
- An energetic self-starter, extremely well organised, results focused and energised by hitting targets.
- Possess a valid work permit for your country.

**“THERE IS A  
REAL ENERGY  
TO THE PLACE  
THE PEOPLE CARE  
PASSIONATELY  
THERE IS PERSONAL  
ATTACHMENT.”**

Statement from staff focus group.



# More About ABE

ABE is a non-profit skills development specialist, and an independent subsidiary of the Institute of Leadership and Management, a registered charity.

We are a small company with a big mission and we consistently 'punch above our weight' by delivering British qualifications and educational solutions in some of the most complex, challenging and fragile environments in the world.

We believe we can achieve more in partnership, and we focus on developing impactful collaborations and enlarging our network of delivery centres around the world.

We have a core team of staff and technical experts in the UK, working to ensure the quality of delivery of ABE qualifications to a high standard of operational efficiency, across complex and challenging global markets.

Our commercial team consists of a global network of local specialists, business development managers, regional directors, and affiliates. Our qualifications and non-regulated courses are delivered through a network of over 150 delivery partners worldwide.

## Our Mission

We exist to empower people to transform their lives and communities through gaining high-quality business, management and entrepreneurial skills.

## Our Values:

- Always learning and always open to new ideas.
- We embrace uncertainty as a necessary condition for innovation to flourish.
- We see risk as opportunity.
- We are bold.
- We think ahead.
- We act with integrity.
- We support and challenge each other respectfully and constructively.

This job description is not exhaustive, the holder is expected to show a positive behaviour towards any stretch and challenge projects this role may require.





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