

B2C SALES LEAD - HANOI

POSITION DESCRIPTION

Position Overview

- **Start Date:** Immediate
 - **Category:** Full-time
 - **Location:** 24 Mac Thai Tong, Yen Hoa, Hanoi
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About Us

Established in 2015, **The Global Citizen Education Group** is an education social enterprise dedicated to bridging the gap in skills development and global citizenship education. We believe in education as a platform for impact, aiming to develop global citizens who contribute positively to their communities and the world. We empower individuals to seize 21st-century opportunities by developing lifelong learning skills: Thinking Critically, Writing Creatively, Speaking Confidently, and Working Collaboratively.

With headquarters in Singapore and branch offices in Vietnam, the US, and the Philippines, we operate across East and Southeast Asia in collaboration with schools, businesses, non-profits, and government agencies.

1. Job Summary

This is a paid, full-time position offered by The Global Citizen Education Group. We are looking for a competitive, trustworthy, and eager **B2C Sales Lead** to help build our business in Vietnam. Your goal will be to identify and pursue new sales prospects to exceed expectations and drive sustainable growth.

2. Responsibilities

- **Lead Generation:** Proactively generate new sales leads through cold calling, networking, school outreach, and online/social media platforms.
- **Market Intelligence:** Conduct research to identify trends, competitor offerings, pricing strategies, and customer needs.
- **Client Engagement:** Set up and attend meetings with prospective students and parents, presenting tailored solutions based on their goals.
- **Sales Execution:** Prepare persuasive proposals, negotiate terms, close deals, and effectively handle objections.

- **Data Management:** Manage the CRM system to ensure accurate, updated, and segmented records for follow-ups.
- **Direct Outreach:** Participate in telesales campaigns and personalized phone counseling to drive enrollment.
- **Collaboration:** Work with the marketing team to develop sales materials and promotional campaigns.
- **Reporting:** Generate monthly performance reports and provide actionable insights to refine strategies.
- **Student Support:** Act as the primary point of contact for enrolled families, providing updates and support throughout the student's journey.
- **Customer Service:** Provide professional, empathetic service via email, phone, or in-person.
- **Onboarding:** Coordinate orientation sessions and pre-departure briefings.
- **Conflict Resolution:** Address and resolve issues or feedback raised by students or parents.
- **Performance Tracking:** Maintain detailed records of student progress and service feedback.
- **Internal Alignment:** Collaborate with operations and academic teams to align student support with program delivery.
- **Retention:** Follow up regularly with parents to ensure satisfaction and promote referrals or re-enrollment.
- **Leadership:** Provide training to junior sales staff and support the development of communication templates and FAQs.

3. Requirements

- **Education:** Minimum bachelor's degree, ideally with a background in sales and marketing.
- **Experience:** 2 years of work experience in education or sales is a plus.
- **Role Proficiency:** Proven experience as a B2C Sales Lead or equivalent role.
- **Languages:**
 - Bilingual proficiency in English and Vietnamese (reading, writing, and speaking).
- **Technical Skills:** Strong command of Microsoft Office and Google email suite.
- **Sales Mastery:** Thorough understanding of marketing, negotiating, and closing techniques.
- **Mobility:** Ability to travel for work.

4. Personal Characteristics

- Fast and independent learner with a passion for sales.
- Self-motivated team player with a results-driven approach.
- Confident in delivering quality presentations and pitches.
- Capable of handling customers from diverse cultures, languages, and working styles.
- Proactive leader who takes initiative.
- Well-organized with close attention to detail.

5. Additional Benefits

- Five-day workweek with leave and off privileges.
- Travel and training opportunities.

6. Additional Job Details

- **Position Type:** Full-time.
- **Salary:** Basic salary up to **17,000,000 VND / month** + KPI bonus.
- **Remote Work:** No.
- **Eligibility:** Open to Vietnamese nationals.

7. Application Process

Interested applicants should submit a **resume/CV** and a **cover letter** in English to:

hoanganh.nguyen@theglobalcitizeneducation.com.

- Applications and interviews are conducted on a rolling basis until the position is filled.
- Supporting documents not originally in English must be translated.
- Only selected candidates will be contacted for an interview.
- Interviews may be conducted online or in person.