

Job ID: LAN052

Job Title: Business Development Executive / CRO

Job Location: Remote

Role Overview

As a Customer Relationship Officer (CRO) / Business Development Executive, you will play a key role in driving sales growth and helping aspiring healthcare professionals achieve international career opportunities through Lanstitut's language training programs.

In this role, you will engage with prospective candidates, understand their career goals, guide them toward suitable training programs, and support them throughout the enrollment journey. The ideal candidate should possess strong communication skills, a proactive sales mindset, and the ability to build meaningful candidate relationships in a target-driven environment.

Key Responsibilities

- Connect with prospective candidates through outbound calls and follow-ups from provided leads/databases
- Explain Lanstitut's language training programs and international career pathways
- Understand candidate requirements and recommend suitable programs
- Convert leads into successful enrollments through effective counseling and relationship management
- Build and maintain strong candidate relationships throughout the sales process
- Handle objections professionally and close sales opportunities
- Achieve daily calling targets and monthly conversion goals
- Maintain accurate records of calls, follow-ups, and conversions in CRM systems
- Coordinate with internal teams to ensure a smooth onboarding experience for enrolled candidates
- Deliver a professional, positive, and supportive candidate experience at every stage

Requirements

- Excellent communication and interpersonal skills
- Experience in Sales, EdTech, Counseling, or Business Development preferred
- Strong, convincing, and negotiation abilities
- Comfortable working in a target-driven environment
- A laptop and a stable Wi-Fi connection are mandatory
- Ability to work independently in a remote setup
- Language - **English and Malayalam/Kannada/Telugu/Tamil** Mandatory