

GRADUATE SALES DEVELOPMENT PROGRAMME



SCHEME OVERVIEW

- ▶ £24k starting basic salary increasing to £28k on graduation
- ▶ Strong commission scheme with a realistic OTE of £45,000 in year 1 & £75,000 in year 2
- ▶ Fast-track opportunity into a £100k+ OTE sales career
- ▶ 4-month fast-track learning program gaining 2-3 years' worth of experience in 4 months
- ▶ Step into an international business development role with your own product portfolio on graduation
- ▶ Overseas travel to world-leading business events in major international cities
- ▶ Assignments designed to develop key skills and bed in top performer habits
- ▶ An ongoing coaching programme tailored to your specific developmental needs
- ▶ Opportunities for international relocation to one our of global offices (New York, Dubai, Sydney, Berlin, Singapore, Toronto, Tampa)

About IQPC

46 years old this year, we are the largest privately-owned media and events business in the world; with a presence in London, New York, Toronto, Sydney, Dubai, Berlin, Singapore and Tampa.

We are 1,250 smart, progressive individuals who collectively deliver over 1,500 executive events each year. Fast growing and agile, with a focus on excellence, we facilitate knowledge and networking; which in turn enables our clients to learn, connect and grow. We thrive in a collaborative and autonomous work environment, supported by outstanding training and unlimited growth potential.



THE KEY TO UNLOCKING YOUR POTENTIAL FOR A REMARKABLE CAREER IN SALES

Sure, experience helps, but we think raw talent and desire beat experience every time.

We strongly believe that by investing a little more time in people at the start of their careers, we'll be able to unlock greater potential in the long run.

So what is the GSDP?

Our Graduate Sales Development Program offers a comprehensive grounding for a career in sales with an entrepreneurial market leader in the media and events field.

The Program provides a structured four month training environment designed to fast-track high-potential Graduates into high-performance sales professionals. This unrivalled level of support and development is designed to provide access to a highly lucrative and fulfilling career opportunity that would typically take 2-3 years worth of experience to achieve.

The GSDP breaks down the complex skill set of selling to multi-national companies into four straight forward phases.

And as your experience increases so too will your ownership of the process:

Level 1:

Pre-Sales Preparation: Fundamentals of campaign planning and lead generation to source credible opportunities

Level 2:

Prospector: Basic techniques to find a provisional business case

Level 3:

Prospector Plus: Advanced techniques to secure a water-tight business case

Level 4:

Pitch to Proposal: Full mastery of the sales process to source, pitch and write a world class proposal

Why are we so confident?

Because people keep telling us, like Tom who having completed the programme 2 years later is our 5th highest performer across the UK business rivalling our most experienced Executives:

"The Graduate Sales Development Programme has taken my sales career to the next step, with intensive but extremely valuable training and development from experienced sales people who I have learnt an incredible amount from. Working with a team of people who were looking to achieve the same goal meant there was a real sense of togetherness. It made what was a challenging programme a really fun experience too, and something I'd definitely recommend to others looking to start their sales career. It's a brilliant opportunity."



Tom,
Sponsorship Sales Manager

Meet Your Trainer

I joined IQPC 14 years ago, straight out of University. Over that time I've been a consistent top biller in our sponsorship team, developed and managed some of our very best performers and, over the last 4 years, used this personal experience and expertise to fast track our new Sponsorship Managers into ultra high performers across our business.

I am a strong believer in the game changing results that can be achieved by simply having a clear target, tailored support and a passion for what you do. I like to think that this philosophy is equally applicable outside of work. Over the last 5 years, I've completed an Ironman (consisting of a 2.4 mile swim, 112 mile bike followed by a marathon), achieved a personal best in all 6 World Marathon Majors (New York, Boston, Chicago, London, Berlin and Tokyo) achieving my goal of a sub-3 hour finish (2hrs 58 min) and am now working towards a black belt in judo.

So, if you've got a clear vision for what you would like to achieve in both your career and life (and are not afraid of the hard work to get there!) I'd love to be a part of helping you make it a reality.



Katie Judd
Head of Sales Training UK



YOUR CAREER WITH IQPC

High performing employees need a clearly defined and meritocratic career path. The requirements for promotion, increases in responsibility and increase in salary will be clearly defined; providing you with a clear benchmark for success.



As well as the training and coaching, you will also apply yourself to, and be assessed on specific tasks that will set you up for success in the role, helping you to ace the practical skills that you will rely on for years to come such as:

- ▶ Writing and proofing proposals
- ▶ Lead generation
- ▶ Social media activity
- ▶ Value proposition creation and testing
- ▶ Writing and editing sponsorship marketing copy
- ▶ Negotiation and objection handling
- ▶ Time management



I started on the GSDP as a former Professional rugby player and had never worked a day in sales in my life. The GSDP gave me an invaluable insight into not only sales, but business in general. The training created a fun, engaging environment that really resonated with me. The core fundamental goals were broken down into clearly defined learning objectives, allowing me to see real progression in my sales skill set. This allowed me to hit the ground running on the sales floor, beat all my early targets and start earning a lot of commission very quickly. The GSDP was genuinely the perfect start to my sales career.



Ian Cross,
GSDP Graduate



IS THIS RIGHT FOR YOU?

Attributes Required:



CLEAR GOAL ORIENTATION



TRACK RECORD OF ACHIEVEMENT



COMMERCIAL ACUMEN



ABILITY TO HANDLE
CHALLENGING SITUATIONS



PROACTIVE INTEREST IN
SELF-DEVELOPMENT



STRONG COMMUNICATION SKILLS



DEGREE EDUCATION PREFERABLE
BUT NOT ESSENTIAL

IQPC Culture:

Our culture is positive, passionate, high-performing and supportive. It's important that our environment will get the best out of you, enabling you to thrive and continuously develop, so here are some more aspects for you to consider:

- ▶ We are a complete meritocracy, where talent and ability alone determine reward and recognition
- ▶ 70% of our managers in London have been internally promoted into their roles and 100% of our MDs began their careers at graduate-level (including our Regional MD!)
- ▶ We believe in a direct link between success and reward, with outstanding opportunities for uncapped variable pay across the entire business
- ▶ Every employee is provided with their own Individual Development Plan, tailored to their needs and focussed on immediate and long-term career goals

Core values for IQPC UK:

- ✔ Relentless entrepreneurial spirit
- ✔ Exceptional opportunities for people to build value and develop themselves
- ✔ A passion for delivering outstanding experiences to our customers

Company Initiatives Include:

Regular company socials, drinks and parties

Extra prizes for top performers

Charity fundraising activities

Friday casual dress & early finish incentive



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