Business Development Executive

Role overview

As a BDE at QA, you're starting conversations with organisations about the skills they need in their people. It's a proactive sales role: researching companies, reaching out by phone and email, building rapport, and uncovering where QA could help. You'll develop your sales skills through our in-house training and coaching, working towards clear, measurable targets.

What we sell through Learning

On the Learning side, a client might need Microsoft, AWS or project management training for a few people. Or they might be rolling out AI across the business and need a much broader programme. We sell courses, certifications, digital learning and structured learning pathways, delivered in person, virtually or through a mix of formats.

What we sell through Apprenticeships

Apprenticeships combine someone's job with structured learning over a longer period. They can support new hires, but they're also a route for developing people already in the business, in areas like AI, data, cloud, cyber, and software. The sales conversation is about skills gaps, workforce plans and whether eligible apprenticeship funding can support that development.

What the BDE does day to day

Research target organisations and decision-makers, then use calls and emails to generate engagement. Ask questions to understand skills gaps, priorities, and buying needs. Qualify opportunities and arrange meetings or progress sales, depending on the team. Keep CRM records accurate, follow up consistently, and work with colleagues to move opportunities forward. Typical contacts include HR, L&D, technology, and business leaders.

- Building relationships with key decision-makers
- Identifying new business opportunities
- Using tools such as LinkedIn Sales Navigator and Microsoft Dynamics
- Creating proposals and quotations
- Managing your territory strategically

This is a consultative B2B sales role where relationship building, resilience, and commercial thinking are key to success.

A simple example of the sales conversation

You might speak to a business that's introduced Microsoft Copilot but needs its people to use it confidently. That could lead to a Learning opportunity. If they also need deeper data or AI skills, an apprenticeship could be relevant. Your job is to uncover the need and help turn that conversation into a qualified sales opportunity.

Useful QA pages to take a look art

Learning courses - **Subjects, courses and certifications.**
Business learning solutions - **How learning supports wider workforce change.**
Apprenticeships for employers - **Existing employees, new hires and funding routes.**
Microsoft Copilot training - **A practical example of the Learning proposition.**
Apprenticeships in Scotland - QA Apprenticeships - **Scotland Apprenticeships**