

TITLE OF POSITION: Sales Executive

REPORTS TO: Head of Sales & Business Development

CONTRACT DURATION:

Fixed term to October 2023

PACKAGE

£25,000 – 28,000 + commission

Company benefits include access to training budgets, private health insurance and EAP, competitive pension scheme, discount scheme enrolment alongside potential for hybrid working.

COMPANY INFORMATION

Who are we?

[STH UK](#) is the UK based office of [STH Group](#), with offices in London, Tokyo, Auckland and Melbourne. Our infrastructure is underpinned by incredible shareholders of [Sodexo Live!](#) and [Mike Burton Group](#), enabling a truly global reach and service offering.

Our Company partners with event owners to make the biggest sporting events in the world even better! From the Olympic Games in London and Tokyo, the Cricket World Cup in England & Wales to the Rugby World Cups in Japan, England, New Zealand and France, our award-winning team cover the globe to create travel and hospitality programmes with one simple ambition – to leave sports fans knowing they have just been part of an experience of a lifetime

Through joining STH UK, you can be part of a motivated, high-performing team that thrive on the excitement of working to bring fans to the heart of the action at the biggest sporting events in the world. We have a collaborative and driven culture, that focuses on collective success and empowerment. We endorse cross regional working wherever possible to elevate knowledge sharing and skills application, which creates a truly global network that maximises our external reach but also our internal relationship and development opportunities.

At STH, we consider our team members our primary asset, so we work hard to ensure our working environment is progressive and people-focused. This enables us to track and record strong engagement rates and high internal development and progression statistics, with a targeted focus on ensuring we retain that very best talent.

ROLE OVERVIEW

STH UK is a leader in the creation of premium spectator experiences through unique and innovative travel and hospitality programmes at sporting events.

We require an enthusiastic and experienced sales professional to maximise corporate hospitality and travel package revenue for the business. The role requires establishing and managing key relationships with direct corporate clients, high net worth individuals and creating initiatives with relevant third parties.

The successful candidate will have a minimum of one year sales experience, demonstrating the ability to exceed targets.

KEY RELATIONSHIPS

INTERNAL:

- Head of Sales & Business Development
- STH UK General Manager
- STH UK Sales team
- STH UK team
- STH Group Commercial team

EXTERNAL:

- Prospects including High Net Worth Individuals and large, mid and small cap companies
- Organisations with relevant databases for new leads
- Event Rightsholder
- STH UK customers

- Third party collaborating agents

KEY RESPONSIBILITIES

Sales Activity

- Develop and shape a proactive approach to achieving sales targets and objectives
- Generate new Travel & Hospitality business through proactive telephone discussions
- Conduct face to face meetings with clients where appropriate
- Close, up-sell and manage all inbound enquiries generated by the Marketing team
- Be accountable for progressive execution and management of strong and effective relationships with:
- Other senior management members and staff
- STH UK customers and prospects
- Key stakeholders, third parties and partners
- Ensure thorough review sessions and analysis of performance to improve output
- Understand the products completely and being able to position them accurately and positively in the marketplace
- Understand and practicing the consultative sales process and continually test and review personal sales activity and methods
- Understand the company (STH), its suppliers, stakeholders and related companies

Sales Administration

- Manage an accurate and detailed pipeline including stages of the sales cycle for reporting purposes
- Enhance the STH UK brand and white label client's reputation by developing strong relationships and taking a professional approach with all activities
- Maintain relations and keep accurate detail on communications with customers using the CRM system
- Accurately update data into the CRM system, feeding back any areas for improvement and efficiency
- Lead line manager 1:1's through preparation and a strong analytical review approach
- Responsible for administering project inboxes and responding to client enquiries in a timely manner

PERSONAL ATTRIBUTES

- Thrive on working to performance targets
- Motivation, enthusiasm, self-discipline and focus
- Commitment to preparation and planning
- Contribute and work within a team environment
- Manage time and prioritise tasks

KEY COMPETENCIES/SKILLS

- A minimum of one year Sales experience
- Communication / networking and influencing skills
- Written – well constructed consultative emails
- Experience in face-to-face meetings and consultations
- Clear and purposeful telephone manner
- Resilient mind-set
- A passion for sport would be beneficial.