

**TITLE OF POSITION:** Sales Executive

**REPORTS TO:** Sales Manager

### 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.

#### 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.

Through joining STH UK, you can be part of a motivated, empowered 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 and consider our team members our primary asset. We're proud to host a diverse team over multiple country offices and commit to ensuring we maintain and build an inclusive, progressive and collectively successful business. It's our team members individuality and commitment that enable us to maintain our high-performance, record strong engagement rates and offer internal development opportunities - ensuring that as we grow, they grow.

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.

We can't wait to discuss our opportunities further with you