

TITLE OF POSITION: Sales Manager

REPORTS TO: Head of Sales & Business Development

CONTRACT DURATION:

Permanent role

PACKAGE

£35,000 – 45,000

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 Manager to maximise corporate hospitality and travel package revenue for the business. The Sales Manager is responsible for the successful implementation of the STH UK sales strategy, through effective contribution and mentoring of the sales team. The role also 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 three years sales experience, particularly across corporate hospitality and the events industries, demonstrating the ability to motivate and lead a team to exceed strategic 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 FTSE 100 & 250, Large Cap Corporations
- 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

- To oversee the management of hospitality sales, in conjunction with the Head of Sales and Business Development
- Contribute to the assessment and development of package content and package pricing
- Develop and shape a proactive approach to achieving sales targets and objectives, inclusive of devising the sales timeline including on-sale date and any pre activity launch
- Prospecting new businesses (Larger Corporations) to generate sales
- Executing plans and strategy devised and implemented by senior management team
- Enhancing the STH UK brand awareness and reputation by developing strong relationships with potential clients
- Understanding the product completely and being able to position it accurately and positively in the marketplace
- Understanding and practising the consultative sales process
- Instigating and conducting face to face meetings and telephone sales with clients via research
- Managing an accurate and detailed Pipeline document including estimates for reporting purposes
- Accurate data input into the CRM system, and the successful development of the STH UK database
- Provide accurate weekly reports on sales pipeline and activity to Head of Sales
- To ensure all necessary and relevant systems are put in place for effective communication of the company's sales objectives.

Team Lead

- Driving the Sales team to achieve total sales target agreed with Senior Management
- Playing a key role in leading a successful, high-performing Sales team with a demonstrable drive for results, inclusive of training and induction as required
- Continually testing and reviewing personal and team sales activity and methods
- Managing various sales initiatives and relationships to generate sales interest
- Understand the products completely, ensuring the team 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

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 three years 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.