

TITLE OF POSITION: Sales Executive

REPORTS TO: Head of Sales & Business Development

CONTRACT DURATION:

Permanent role

KEY RELATIONSHIPS

INTERNAL:

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

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

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 sales experience, particularly across corporate hospitality and the events industries, demonstrating the ability to exceed targets.

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

- 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.