Job Description: Sodexo Live!

Function:	Proactive Sales, Inbound Enquiries and Admin
Position:	**Senior Sales Coordinator**
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	C&E Sales Manager
Additional reporting line to:	
Position location:	Blackburn Rovers Football Club

1. Purpose of the Job – State concisely the aim of the job**.**

Provide customers with a motivating and exemplary sales experience, identifying customers' needs and converting opportunities at a consistently high level in order to achieve venue budgets and encourage customer retention.

Having a sound knowledge of the venue, their catering offers and capabilities. Always Providing excellent customer service and building strong relationships with both customers and internal stakeholders.

Recording all customer and event data to data compliance standards and adhering to all company service level agreements.

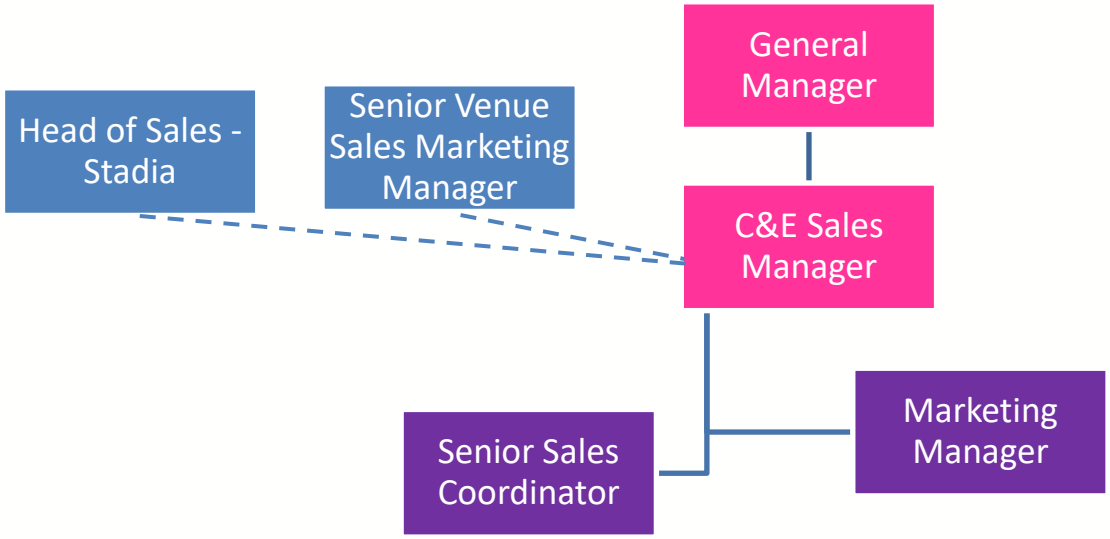
Driving profitable sales

2. Dimensions – Point out the main figures / indicators to give some insight on the "volumes" managed by the position and/or the activity of the Department.

- Venue Budget
- KPI's

Discussed at interview

3. **Organization chart** – Indicate schematically the position of the job within the organization. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.



4. Context and main issues – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

Service:

- Adhere to company values, standards and procedures at all times
- Comply with all company & client policies and procedures as required, together with statutory regulations and legislative requirements relating to such matters as employment law, safe systems of work, health & safety, hygiene, cleanliness, fire and COSHH etc.
- Adhere to sales standards of performance for show rounds, incoming and outgoing telephone calls, administration, and sales approach in adherence to the company standards
- Ensure all enquiries and quotes are responded to and produced to the agreed high standard in a professional and efficient manner with all responses sent out on the same day and followed up within 24hrs
- Ensure that the inbound sales pipeline is maximised with every lead/opportunity
- Conduct site visits on a regular basis
- Support the BDM as and when required to conduct pro-active activities such as business development days, Agent appointments, Showcase events and FAM trips
- Record comprehensively all customer interactions, events and feedback to provide accurate research about our business using Thynk.
- Build and enhance long term client relationships to enhance the retention of current clients and customers, gain referrals for new business and attract new customers.
- Be knowledgeable about other Sodexo Live! venues to cross sell and efficiently communicate with peers in the company to maximise company opportunities.
- Develop and deliver ticketed events from concept through execution, using events as a proactive sales channel to generate demand and increase revenue.
- Build relationships with venue partners
    - Proactive monthly activities agreed with BDM
    - Weekly finance reports highlighting risks and opportunities to be sent to AD, GM, BDM and Commercial Manager
    - Weekly Hot Booking Meeting
    - Support the sales team to make profitable business decisions.

People Management:

- Maintain excellent and professional relationships with all internal and external clients at all times
- Carry out any other duties as may be required under the direction of your manager, which is reasonably within your scope and commensurate with your status and duties. Including working some out of normal office hours when required
- Behave in a proper and professional manner at all times as a representative of Sodexo Live!

Quality and Detail:

- Fully comply with all Company and client policies, site rules, statutory regulations and working practices.
- Establish a close working relationship with the events and operations team to ensure that all events, contracts and paperwork matches ambition and promise and provides further business opportunities
- Achieve personal KPI's and objectives. Review on a quarterly basis with line manager as part of the performance review process

Financial Management:

- Achievement of venue budgeted and re forecasted sales
- Ensure excellent knowledge of venue including operating costs for each style of event to ensure commercial and profitable selling. Proficient use of profit calculator for all bespoke event quotes
- Ensure all required reports are submitted in a timely and accurate manner
- Ensure that all the Company's and client's property, equipment and monies under your control are safe and secure at all times

- **5. Main assignments –** Indicate the main activities / duties to be conducted in the job.

- Manage sales enquiries/processes through all inbound sources
- Manage the end to end life of an enquiry from proposal quotation through to booking and confirming in a professional and timely manner
- Build lasting relationships with clients through creating an exemplary customer experience by gaining and recording insights and therefore encouraging repeat business and referrals
- Manage data quality by ensuring 100% compliance on Thynk system and ensure customer data security
- Answer all incoming calls in a professional and efficient manner and within SLA guidelines
- Maintain an up to date CRM system, logging all enquiries and updating notes and status as required
- Prepare proposals and bespoke requests for all clients
- Ensure all relevant marketing collateral, venue hire and package pricing is in place for the venue and checked regularly
- Conduct venue site visits and complete follow ups
- Work closely with Venue ADs and sales coordinator to ensure smooth customer journey
- Knowledge of venue operations to ensure client requirements are met and achieved by the operations team
- Prepare and issue contracts and invoices for all sales in line with Company's standards
- Attend relevant monthly sales and marketing meetings
- Gain client feedback post event
- Identify new leads for the Business Development Manager in order to establish new opportunities
- Manage debt through collecting payments in a timely manner in line with Company Accounting procedures
- Understand the local & regional market in order to sell effectively against the competition from both the venue and catering perspective
- Assist with entertaining, sales missions, networking and exhibitions and at all times act as an ambassador for both Sodexo Live! and the venue client
- Maintain accurate records on current key clients and prospects through the CRM system
- Deliver a consistent level of performance within the Company's standards and agreed performance, and financial targets.
- Comply with all Company & client policies and procedures as required, together with statutory regulations and legislative requirements relating to such matters as employment law, safe systems of work, health & safety, hygiene, cleanliness, fire and COSHH etc.
- Achieve personal KPI's to be agreed with Line Manager

6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities.

- Venue sales budget achievement
- 100% CRM compliance
- Adherence to all SLA's for enquiry handling
- Achievement of personal KPI's
- Conversion of opportunities to confirmed events.
- Setting and completion of objectives
- Completion of all mandatory training by deadlines
- Ensure health and safety compliance at all times

7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

- A successful track record in venue sales
- A strong knowledge of the local market
- A team player with a 'can do' attitude
- Foodie passion
- Ability to build strong client relationships and understand their needs.
- Excellent people skills
- Excellent communication verbal & written skills
- Ability to work under pressure and deliver measurable sales targets
- Excellent time management and organisational skills in order to prioritise various job demands
- Proven negotiation skills
- Excellent timekeeping

8. Management Approval – To be completed by document owner

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Document Owner			

9. Employee Approval – To be completed by employee

Employee Name		Date	



sodexo live!