

Job Description: Sales Executive

Function:	Sales
Position:	Sales Executive
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Sales Manager, Lucy Gould
Additional reporting line to:	
Position location:	Fulham Pier, Craven Cottage, London

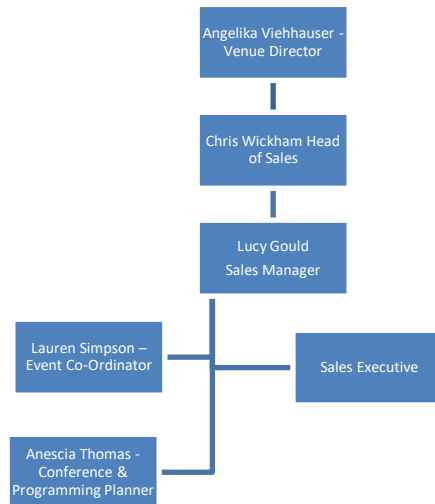
1. Purpose of the Job – State concisely the aim of the job.

- Proactively sell and promote the venue's conference, events and hospitality spaces to new and existing customers.
- Build a strong sales pipeline through outbound activity, networking, referrals, research and timely follow-up of enquiries.
- Deliver an exemplary customer journey from initial enquiry through to contract handover, supporting conversion, revenue and profit targets.
- Maintain accurate customer and opportunity information across the agreed sales and event management systems.
- Work closely with Sales, Marketing, Events and Operations colleagues to ensure every proposal is commercially sound and operationally deliverable.
- Represent Fulham Pier and Sodexo Live! professionally while building long-term client relationships and identifying repeat and referral business.

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.

- Personal sales target: To be confirmed
- Conference and events revenue contribution: To be confirmed
- Profit and conversion targets: To be confirmed
- Direct reports: None

3. Organisation chart – Indicate schematically the position of the job within the organisation. 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.

- Delivering high-quality events while managing multiple priorities.
- Coordinating with various internal teams to ensure smooth operations.
- Managing client expectations, last-minute changes, and customisation requests.
- Maintaining brand consistency across all events and experiences.
- Adhering to all health & safety, licensing, and company compliance requirements.

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

- Research and prospect target market sectors, conduct outbound calls and emails and create appointments and show-round opportunities.
- Qualify customer requirements, prepare compelling proposals and progress opportunities through each stage of the sales process.
- Develop long-term relationships with existing and prospective clients and identify repeat, referral and account-growth opportunities.
- Present the venue confidently through meetings, show rounds and virtual or in-person presentations, matching solutions to client needs.
- Keep CRM records accurate and current, maintain a healthy pipeline and communicate progress, risks and next actions.
- Sell within agreed pricing and approval parameters, understand event profitability and escalate non-standard terms appropriately.
- Provide complete and accurate information to Events and Operations teams so confirmed business can be delivered as promised.
- Represent the venue at networking events, exhibitions and industry activity and contribute insight on customers, sectors and competitors.
- Collaborate with Sales, Marketing, Programming, Events and Operations colleagues to maximise exposure and conversion.
- Share customer feedback, contribute ideas and adopt agreed sales processes, tools and standards.

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.

- Achieving agreed personal sales, activity and conversion targets.
- Create and maintain a qualified pipeline that supports future venue revenue.
- Deliver prompt, accurate and professional customer communication throughout the sales journey.
- Maintain complete and accurate CRM and booking-system records.
- Secure commercially sound business and provide an effective handover to delivery teams.
- Build positive client relationships that generate repeat, referral and account-growth opportunities.

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

- Proven experience in proactive sales, business development or account management. Experience within hospitality, venues, hotels, events or a related service environment is desirable.
- Able to understand revenue, profit, pricing and conversion and to work effectively in a target-driven environment.
- Confident in identifying customer needs and shaping clear, persuasive and appropriate solutions.
- Excellent verbal and written communication, telephone manner, presentation skills and attention to detail.
- Able to establish credibility and maintain productive relationships with clients, colleagues and operational stakeholders.
- Strong time management with the ability to prioritise enquiries, follow-up actions and deadlines in a busy environment.
- Confident user of Microsoft Office. Experience of CRM and event management systems, including Salesforce and Thynk, is advantageous.
- Self-motivated, resilient and proactive with sound judgement, a collaborative style and a commitment to professional standards.
- Able to support occasional activity outside normal office hours when reasonably required by the role.

8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

- Growth, Client & Customer Satisfaction / Quality of Services provided
- Rigorous management of results
- Brand Notoriety

9. Management Approval – To be completed by document owner

Version	V1	Date	30/04/2025
Document Owner	Ashley Hewlett		

10. Employee Approval – To be completed by employee

Employee Name		Date	
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