



## Job Description: Sales Director – Sodexo Live!

|   |  |
|---|--|
| Function:                                   | Sales  |
| Position:                                   | <b>UK&amp;I Sales Director – Sodexo Live! UK&amp;I</b>                             |
| Job holder:                                 |  |
| Date (in job since):                        |  |
| Immediate manager (N+1 Job title and name): | Growth Director – Sodexo Live! UK&I  |
| Additional reporting line to:               |  |
| Position location:                          | No fixed place of work – travel required across the UK required on a regular basis |

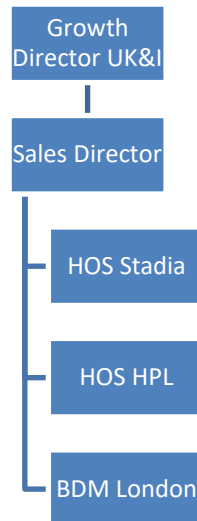
### 1. Purpose of the Job – State concisely the aim of the job.

- Develop and implement a comprehensive sales strategy to achieve or exceed sales targets in the UK business and ensure this service line hits its revenue and profit target.
- To achieve and exceed UK conference and events (C&E) sales objectives and targets across the Sodexo Live! UK&I portfolio.
- To oversee the strategy for Sodexo Live! UK&I hospitality ticketing sales and support business development in the search for cross selling this service. Work in close collaboration with STH team to take best practice and embed technology / tools to drive profitable growth.
- Lead, motivate and manage the sales team to ensure high performance and adherence to company standards and targets. Establish a high-performing and engaged sales team who continue to strive to achieve and exceed sales targets.
- To support continuous development and growth of the Sodexo Prestige Venues & Events (PV&E) proposition
- Work closely with the marketing team to align sales strategies with marketing initiatives and ensure effective brand promotion.
- Monitor sales performance, analysing data and reports to identify areas for improvement and adjust strategies accordingly.
- Individual should be highly motivated and target-driven, with a proven ability to drive sales growth.
- Ability to work in a fast-paced environment and manage multiple priorities

### 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.

|                 |   |
|-----------------|---|
| Characteristics | <ul style="list-style-type: none"> <li>• Overall business value circa £190million in UK&amp;I</li> <li>• 49 contracts across the UK</li> </ul>                      |
| Sodexo Live!    | <ul style="list-style-type: none"> <li>• Over 1,000 employees and 8,000 casual workers</li> <li>• Circa £20m of venue sales and £6m of hospitality sales</li> </ul> |

**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.

- Geographical spread of the business
- Bold growth agenda for the next 5 years
- Volatility of industry
- Challenging sales targets with a need to achieve and grow the venue sales targets in the business

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

**Setting UK Sales Strategy and Priorities –**

- Develop a targeted UK sales strategy that is fully aligned with segment strategy and growth aspirations.
- Identify growth opportunities by exploring new markets, products and customer segments.
- Identify synergies and other opportunities across the sales team to better utilise existing resources, leverage customer relationships and streamline sales activities.
- Ensure the management teams and key stakeholders are fully aligned and engaged on progress.
- Help set the UK sales targets and budget during the annual budgeting process.
- Work closely with the marketing team to align sales strategies with marketing initiatives and ensure effective brand promotion.

**Achieving UK C&E Sales Objectives and Targets –**

- Develop and implement a UK sales plan that will achieve profitable sales objectives and targets for the C&E business.
- Proactively identify and build relationships with new customers.
- Negotiate and manage key account relationships including setting performance targets and implementing activities to drive sales.

- Ensure the entire sales team is working closely to help refer enquiries and cross sell whenever possible.
- Roll out best practice and standardised ways of working and ensure the sales teams are using all the tools at their disposal.
- Work closely with the central marketing team to increase awareness and drive new enquiries.
- Conduct business review meetings on a monthly basis with the sales teams and key stakeholders to ensure objectives and activities are aligned.
- Prepare sales forecasts and budgets, managing sales resources effectively to meet financial targets.
- Provide regular reports to senior management and site leads on sales performance, forecasting and strategic adjustments.

#### **Achieving UK Hospitality Sales Objectives & Targets**

- Work closely with business development team to identify key hospitality sales targets and supporting prospecting / pro-active approach and RFP's
- Support local hospitality sales team in strategic planning to deliver sales targets
- Work in tandem with STH to ensure sharing of best practice to drive growth in Sodexo Live! contracts

#### **Managing Sales Team Performance -**

- Lead, motivate and manage the sales team to ensure they are high-performing and aligned with the sales targets and strategies including management and oversight of the sales incentive scheme.
- Conduct training and development programmes to enhance the skills of the sales team.
- Turnaround and take the lead on managing underperforming sales team/contracts by identifying key issues, developing a clear action plan and helping to implement agreed actions with the respective management teams.
- Responsible for monthly reporting and review of Business on the Books (BOB report), sales performance, sales activity, and action plans.
- Analyse sales data and market trends to evaluate performance against sales targets. Following this analysis adjust sales strategies based on performance data and market insight to improve sales outcomes.
- Conduct regular sales meetings to ensure objectives and activities are aligned.
- Monitor mystery shopping results and customer feedback to ensure all sales teams are following the PV&E SOP.
- Develop the sales teams through coaching and training.
- Create a team environment that motivates and encourages people to engage and perform to the best of their abilities.
- Ensure exceptional performance is recognised and rewarded.
- Provide tailored support to General Managers to achieve the best results from their sales teams.

#### **Supporting the Continuous Development and Growth of PV&E**

- Develop and maintain strong relationships with key clients to ensure customer satisfaction and loyalty.
- Demonstrate real value, commitment and responsiveness to client and customer needs ensuring satisfaction and retention.
- Help continuously improve the PV&E proposition for clients and customers.
- Act as a brand ambassador for PV&E to raise its profile in the market.
- Participate in business reviews with clients where appropriate.
- Help identify new business development opportunities.
- Support business development on tenders (e.g. due diligence, bid documentation and presentations)

**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.

- UK C&E profitable sales targets & hospitality sales targets are achieved.
- Sales strategy and key initiatives are fully implemented.
- Strong relationships – commercial agreements, performance targets and activities with key customers (key accounts) in place to drive enquiries.
- Sales processes, systems and tools are embedded within the business.
- Performance of underperforming sales teams/contracts.
- Ensure the sales teams are highly engaged and motivated, responsibility for developing a sales hungry team.
- Recognised nationally within our market as a strong sales team.
- Ensure that all sales activities are conducted in compliance with legal and regulatory requirements.
- Uphold the company’s values and ethics in all sales practices and customer interactions.

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

**Essential**

- Significant experience (minimum 15 years) in direct sales preferably in hotel, venue, or hospitality sales and with a strong MICE industry network
- Keen commercial acumen to grow and maximise sales in a highly target driven environment.
- Proven track record in recruiting, developing, managing and engaging a successful and high-performing sales team.
- Self-starter who can work independently in a large and complex business environment.
- Ability to align and influence different stakeholders and work alongside other functions to achieve collective business objectives.
- Experience in implementing best practice and innovation in a sales team environment.
- Experience in on and offline marketing to increase awareness, drive new enquiries and support conversion.
- Confident and articulate public speaker and negotiator with excellent written communication skills
- Highly structured, organised, detail-orientated and analytical.
- Experience in budget management and measuring sales performance.
- Catering and hospitality industry knowledge and interest
- Willingness to travel

**8. Management Approval** – To be completed by document owner

|                |               |      |               |
|----------------|---------------|------|---------------|
| Version        | 3             | Date | December 2024 |
| Document Owner | Claire Morris |      |               |



**9. Employee Approval** – To be completed by employee

| Employee Name |  | Date |  |
|---------------|--|------|--|
|---------------|--|------|--|