

# Job Description: Senior Sales Executive Hampden Park



Function:	Sales
Position:	<b>Business Development Manager – Hampden Park</b>
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Head of Hospitality
Additional reporting line to:	
Position location:	Hampden Park, Glasgow

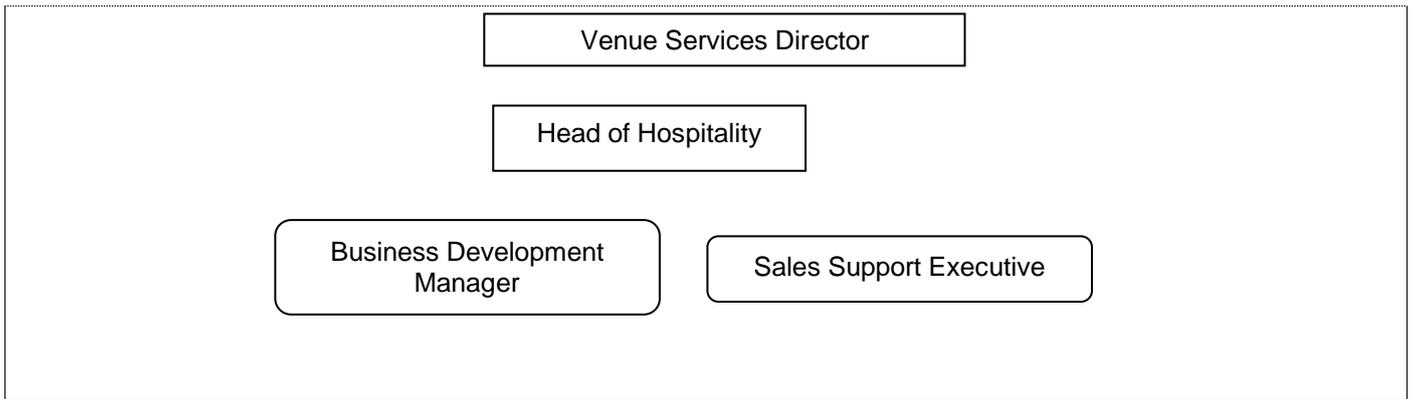
### 1. Purpose of the Job – State concisely the aim of the job.

- To achieve and exceed sales targets and budget revenue for Hospitality Sales at Hampden Park.
- Generate and follow up all sales leads and handle objections to close opportunities to achieve sales targets
- To actively seek out and develop new hospitality business through proactive calling & Networking
- Grow the database through research and qualified leads, increasing sales opportunities
- Maintain and update sales and customer CRM records, mainly, Priava and Salesforce
- Process bookings, confirmations, invoices and payments, following company guidelines
- To maintain and develop existing accounts, objective, to increase conversion, referrals and retention
- Actively research the local market, build up knowledge of Top performing companies and build database
- To represent the Sodexo and Hampden Park brand to the highest level at all times.
- To handle all communications with clients and prospects in a professional manner
- To be fully conversant with all events, packages and offers at all events in the calendar year
- To achieve agreed weekly/monthly call and revenue targets and annual KPI's, in order to achieve sales targets

### 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.

Revenue FY20	€tbc	EBIT growth:	tbc	Growth type:	n/a	Outsourcing rate:	n/a	Region Workforce	tbc
		EBIT margin:	tbc			Outsourcing growth rate:	n/a	HR in Region	tbc
		Net income growth:	tbc						
		Cash conversion:	tbc						
Characteristics	▪ Add point								

### 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.

- Outbound / Prospect Calling
- Research
- Knowledge of local market and businesses
- Sales negotiation
- Retention and Account growth
- Maintaining Sales Standards of Performance
- Attention to detail
- Strict Payment and financial procedures.
- Accurate reporting of sales and pipeline
- Delivery of the Sales Operation when required. i.e. ticket fulfilment, planning,
- On site role and sales during the event

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

- Proactive calling
- Sourcing, follow up and qualifying leads
- Research
- Obtaining new business through calls, networking and referrals
- Retention and Growth
- Closing sales and reaching financial targets
- Attend client meetings
- Event attendance
- Reporting sales activity and pipeline line manager
- Networking events
- Representing brand at a high level throughout

**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.

- To achieve weekly/monthly and annual KPI's
- To meet hospitality sales targets for Hampden Hospitality
- To research and create sales opportunities to maximise sales revenues
- To pro-actively and strategically development new and existing business

- To sell proactively sell via telephone and face to face meetings
- To attend networking events when necessary
- To attend sales meetings and present weekly sales figures and pipeline reports
- You will have to be self driven and strategic in your sales approach and be able to communicate effectively to prospects
- All bookings are 100% paid prior to the event

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

**Essential**

- Ability to meet and exceed sales targets
- Enthusiastic, self-motivated and proactive
- Ability to connect with customers and build trust
- Service and solution orientated
- Ability to take ownership and prioritise workload
- Good Team Player
- Self-driven and approaches things with strategy
- Be target driven to drive and succeed in a business where we reward success.
- Excellent interpersonal, communication and organizational skills.

**Desirable**

- Proficient with MS Word, Excel, and Outlook
- Sales within a top end event
- The desire to have a career in Hospitality / cultural / event Sales
- Driving License

**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	▪ Drive to win
▪ Rigorous management of results	▪ Innovation and Change
▪ Brand Notoriety	▪ Trusted client advisor
▪ Commercial Awareness	▪ Commercial Acumen
▪ Employee Engagement	
▪ Willingness for growth and development	

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

Version	1.0	Date	27/2/2024
Document Owner			