

# Job Description: Senior Sales Coordinator



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| Function:                                      | Sales  |
| Job:   | Sales Team Co-ordinator                                  |
| Position:                                      | <b>Senior Sales Coordinator / Senior Sales Executive</b> |
| Job holder:                                    | N/A  |
| Date (in job since):                           | N/A  |
| Immediate manager<br>(N+1 Job title and name): | Sales Manager  |
| Additional reporting line to:                  | Catering Services Director                               |
| Position location:                             | Brighton – American Express Community Stadium            |

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

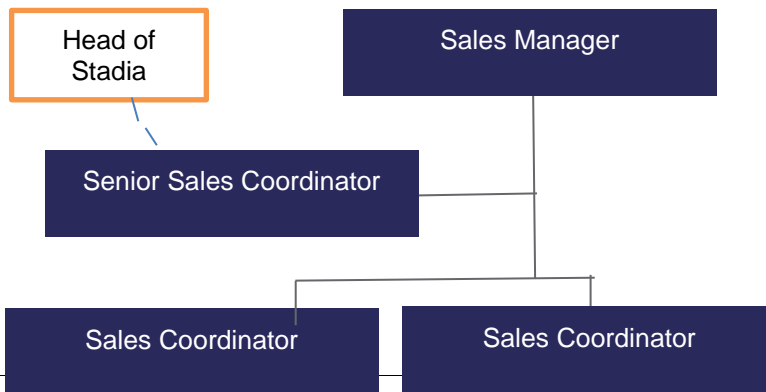
- To exceed targets by providing clients with a motivating and exemplary sales experience
- Utilising all elements of the sales engine to ensure you are delivering and promoting a high performing sales culture within the team. This includes understanding and living our sales values and competencies and following company standards of performance.
- To support the Sales Manager in the management of the re-active sales team
- Manage C&E enquiries to the company standard
- Identify customer needs and provide solutions to match them
- Build working relationships with internal & external clients
- Ensuring quality management of data using CRM tools provided
- Work with the Sales Manager in developing a solid account management plan to ensure retention and development of accounts

## 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.

- Number of venues – 1
- Geographic Region – Brighton
- Number of direct reports – 0
- Number of indirect reports – 2

Individual KPI's set with line manager.

**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.

**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 24 hours.
- Ensure that the inbound sales pipeline is maximised with every lead
- Conduct site visits on a regular basis
- Ensure sales team follows procedures and actively considers company sales strategy
- Support the team as and when required to conduct pro-active activities such as outbound calling and distribution of promotional material
- 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 Priava and Salesforce systems
- 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.
- Work with the Sales Manager to build strategies to increase accounts spend and retention
- Be knowledgeable about other PV&E sites in order to cross sell and efficiently communicate with peers in the company to maximize company opportunities.
- Build relationships with venue partners
  - Proactive monthly activities agreed with Sales Manager
  - Weekly finance reports highlighting risks and opportunities to be sent to Catering Services Director, Finance Manager, General Manager
  - Weekly Business on the Booksg Meeting
  - Support the sales team to make profitable business decisions.

**People Management:**

- Work with the management team to ensure the agreed procedures and policies are faithfully followed
- Act as main contact for re-active sales team when Sales Manager is not present and carry out such duties as required
- Comply with all statutory company policies and procedures to enhance employee engagement and ensure the Company retains Investors in People accreditation.
- 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

#### Quality and Detail:

- Support the liaison between the sales and operational teams to ensure that hand over process for each event is managed as efficiently and correctly as possible
- 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 project work matches ambition and promise but also provides further business opportunities
- Coordinate events and lead the weekly operational meeting
- Achieve personal KPI's and objectives. Review on a quarterly basis as part of the performance review process

#### Financial Management:

- Achievement of budgeted sales
- Ensure excellent knowledge of venue including operating costs for each style of event to ensure commercial and profitable selling
- 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
- Exceed targets by providing customers with a motivating and exemplary sales experience
- 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
- Manage sales enquiries through PV&E and venue client bookings inbox
- Prepare and issue contracts and invoices for all sales in line with PV&E standards
- Manage debt through collecting payments in a timely manner in line with Company Accounting procedures
- Maintain an up to date CRM system, logging all enquiries and cleansing data
- Answer all incoming calls in a professional and efficient manner
- 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 Prestige Venues & Events and the venue client
- Support the Sales Manager in the development of strategies and action plans for the sales team
- Take responsibility for the sales team in the absence of the Sales Manager
- Attend relevant team meetings
- 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, qualitative 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.

- Manage the end to end life of enquiry from researching the opportunity through to proposal quotation 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 all CRM/Priava systems
- Support the high performance culture and positive sales performance of the re-active sales team at all points

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

- A proven track record in a sales role
- A strong knowledge of the local market
- A good researcher, negotiator, and client focussed approach
- Understanding of strategy creation and willingness to grow a business
- Excellent telephone manner
- Excellent communication verbal & written skills
- Excellent business relationship building skills and understanding of customer needs
- Ability to work under pressure and deliver measureable sales targets
- Excellent time management and organisational skills in order to prioritise various job demands
- Proven negotiation skill

**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
- Commercial Awareness
- Innovation and Change
- Learning & Development
- Employee Engagement

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

|                 |    |              |          |
|-----------------|----|--------------|----------|
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| Document Owner: |    | Approved by: |          |

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

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|---------------|--|------|----------|
| Employee Name |  | Date | 24.04.24 |
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