



Job Description: Sodexo Live!

Function:	Sales
Position:	Sales Executive
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	General Manager
Additional reporting line to:	Head of Sales - Stadia
Position location:	Millwall Football Club

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

With a proven track record of developing and winning new business and a strong understanding of the UK market, this person will be an enthusiastic and results-oriented salesperson driving the C&E strategy for the venue. With an ambitious and passionate appetite, they will connect, convince and collaborate to position the venue as a market leader for C&E events.

- Proactively sell and promote all venue conference and banqueting facilities, maximizing business from both new and existing customers.
- Actively target sales to build a new business pipeline that supports budgeted revenues.
- Achieve venue revenue targets by developing and implementing the site's sales strategy in a timely manner.
- Collaborate with the wider Sodexo PV&E team and the Head of Sales Stadia to maximize business opportunities.
- Manage key accounts and local sales activities proactively to gain market share and increase penetration among large customers.
- 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

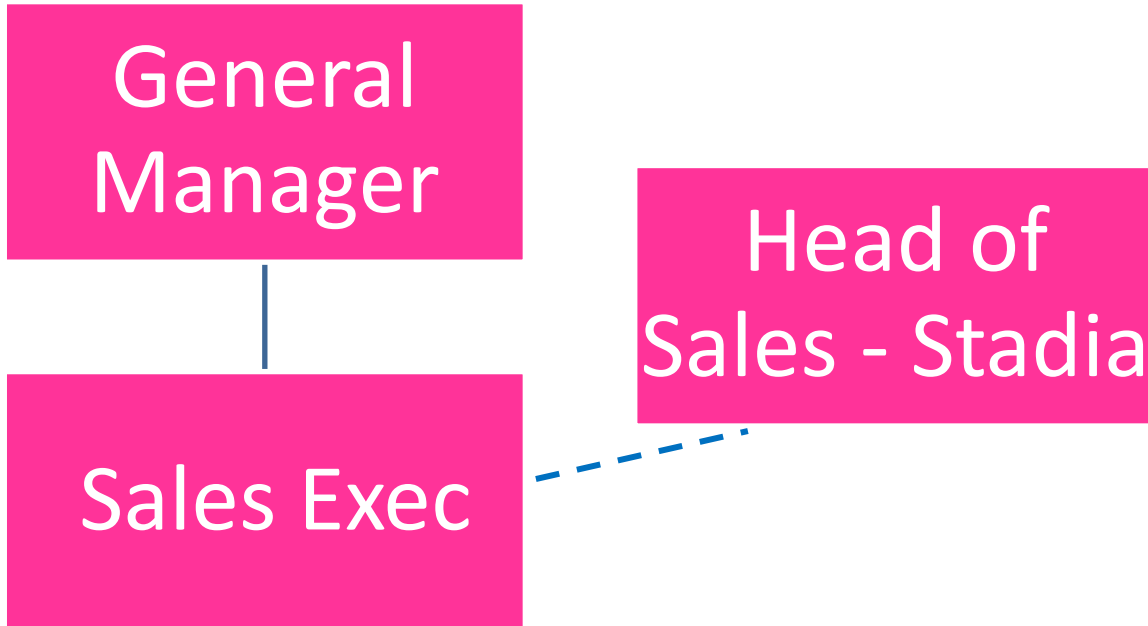
2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

- C&E Budget £ disclosed at interview

- Number of Venues- 1
- Geographic Region - Millwall
- KPI's



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.

Financial management:

- Achievement of budgeted C&E sales objectives and profit targets
- Maximise revenue and profit through the implementation of a sales activity plan by proactive selling through a sales platform and use of commercial management techniques (Priava, Salesforce and other revenue management tools).
- Organise and lead onsite sales activities including sales appointments, Fam trips, sales blitzes and conversion days
- Analysis of different market sectors to identify trends and targets
- Responsible for managing local key accounts (agency and corporates)
- Lead sales initiatives and conduct pro-active activities to drive revenue growth
- Proactively manage key account performance and implement activities to drive new enquiries
- Work closely with HOS, the central sales to drive new enquiries, referrals and support conversion
- Complete accurate weekly flashes and monthly forecasts
- Be an integral part of the annual budgeting process in regard to phasing

Quality, Service and Detail:

- 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
- Complete regular competitor analysis in order for us to be aware of competitor products and pricing, current offers and services. To understand the dynamics of the local market and the demand generators, and the effect this has on profit and our business.
- Work closely with the wider Sodexo PV&E Marketing team and PR company to collaborate on activities to ensure maximum exposure
- Ensure that all venue marketing material is up to date, professionally displayed and in the correct format
- Participate in site management meetings in order to ensure effective communication is maintained between the team
- 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 company values and sales standards of performance for show rounds, incoming and outgoing telephone calls, administration, and sales approach in adherence to the company standards
- Monitor and address all customer feedback
- 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
- Review all enquiries, provisional and confirmed bookings and ensure effective chase systems are in place in order to increase conversion rates
- Conduct site visits and sales presentations on a regular basis
- Conduct pro-active activities such as outbound calling, distribution of promotional material and networking
- Analyse the venue performance data in order to identify trends, positive and negative and produce action plans to react to such data
- Record comprehensively all customer interactions, events and feedback to provide accurate research about our business using salesforce
- Be knowledgeable about other PV&E sites in order to cross sell and efficiently communicate with peers in the company to maximize company opportunities.
- Become an active part of the local and trade community and attend such events to promote the business and make connections
- Utilise business processes, tools and systems to effectively support and drive the sales teams' performance.

• **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 Salesforce and Priava systems 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.

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.

- Ensure that the onsite sales team are living the sales values and demonstrating these to venue clients
- Establish account development plans for key clients to understand the overall value and business potential for the business.
- Understand, utilise and contribute to the venue one page strategy document aligning key activity to drive sales
- Align sales activity with those of the venue client to identify and agree mutually beneficial focus areas and show clear ROI of value in partnership

- Achieve C&E budget
- Ensure sales team compliance of all CRM systems



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

- Demonstrated success in proactive sales, ideally within a venue or hospitality site of similar scale.
- Self-motivated individual who can use initiative to generate sales ideas.
- Ability to align and influence various stakeholders and collaborate with other functions to achieve collective business objectives.
- Experience in budget management and measuring sales performance.
- Highly proficient in Microsoft Office (PowerPoint, Excel, and Word) and Salesforce.
- Beneficial knowledge and interest in the catering industry.
- Strong understanding of the local market.
- Effective researcher with a client-focused approach.
- Excellent telephone manner.
- Outstanding verbal and written communication skills.
- Confident presentation abilities.
- Exceptional business relationship-building skills and understanding of customer needs.
- Ability to work under pressure and achieve measurable sales targets.
- Excellent time management and organizational skills to prioritize various job demands.
- Proven success in developing and executing proactive sales and marketing initiatives with desired results.
- Strong negotiation skills.

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



8. Management Approval – To be completed by document owner

Version	1	Date	07.08.2025
Document Owner	Matt Cooper		

9. Employee Approval – To be completed by employee

Employee Name		Date	
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