

Job Description: Sodexo Live!

Function:	Sales
Position:	Business Development Manager
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Kelly Englefield Head of Sales Stadia
Additional reporting line to:	NA
Position location:	UK remote worker

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

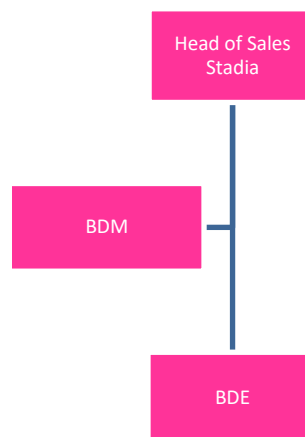
With a proven track record of developing and winning new business and a strong understanding of the UK Conference Agent market, this person will be an enthusiastic and results-oriented salesperson driving the UK wide venue sales strategy

- To achieve defined sales objectives and targets through a targeted sales plan and proactive management of key account performance and activities.
- To work to the UK Sales Strategy and promote a high-performance sales culture within the venue sales teams, ensuring targets are reached and increase margins more consistently.
- To carry out pro-active sales activity to drive pipeline enquiries into the venues, win market share and increase penetration of large customers
- To work with the Head of Sales to create and execute a sales strategy to drive growth and provide our customers with a motivating and exemplary sales experience at all points
- To support continuous growth and development with high levels of engagement, better morale, motivation and lower churn of talented sales professionals
- To support the continuous development and growth of the Sodexo Live venue portfolio and represent all brands and sites

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.

- Target
- Number of venues – circa 14
- Geographic Region – UK
- Number of direct reports – 0
- Number of indirect reports – 0

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.

Service Client & Guest Care

- Adhere to company values, standards and procedures at all points and ensure they are accurately implemented.
- To support and encourage a high performing sales culture with a focus on the guest and service excellence creating a motivating and exemplary sales experience for all clients at all points
- Ensure that company and sales standards of performance are adhered to at all points.
- Seek every opportunity to sell the PVE portfolio, thinking creatively and generating new ideas, to grow the business and enhance revenue and profitability.
- Ensure the outbound sales pipelines is utilised accurately and the outcome of each lead is maximised at all points
- Work with the PVE sales & marketing team to create and execute a tactical sales plan for your business area..
- Conduct cultivation events and sales presentations in line with agreed KPI's.
- Initiate, encourage and actively engage in pro-active selling and have a pro-active approach to identifying new business via appropriate channels and targeting
- Record all customer data and sales activity in Salesforce adhering to GDPR guidelines.
- Be knowledgeable about all PV&E sites to cross sell and efficiently communicate with peers in the company to maximize sales opportunities.
- Be an active part of the UK events market and community and attend such events to promote the business and make connections

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

- Account Manage and grow Key Conference Agents marketshare
- Achievement of budgeted sales targets and KPI's
- Implement a sales strategy and related action plan in conjunction with the Head of Sales to generate new client leads and grow key accounts
- Planning and execution of account engagement activities such as Familiarisation Trips, cultivation events, exhibitions
- Regular attendance at local and national networking events
- Record and report ROI for all sales activities
- Drive and execute targeted pro-active sales activities including calls, appointment setting, site visit targets, networking, conversion days etc.
- Undertake sales initiatives to drive revenue during underperforming periods to ensure this is addressed and actioned upon
- Develop long lasting internal and external client and stakeholder relationships
- 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.
- Produce accurate and timely reports as required
- Encourage a pro-active and motivating sales environment.

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.

- Achieve sales targets and set KPI's
- Compile weekly/monthly reporting on top line sales, pipeline and sales activity as required.
- Work on sales strategy and action plan to drive growth and awareness
- Actively seek new opportunities to develop the business in order for us to increase revenue

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

- Excellent business relationship skills
- Proven success in achieving sales targets
- Working with key stakeholders internally and externally to achieve targets and attending internal and external review meetings to present the sales strategy and ongoing activity and results
- Proven success in developing and executing pro-active sales initiatives with the desired results
- Previous experience in venue sales

- Experiences of direct personnel management
- Financial reporting and commercial understanding
- Detailed knowledge of the London events market
- Strong personal industry networking including corporates and agencies
- Excellent negotiation skills
- Ability to create excellent client relationships



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

Growth, Client & Customer Satisfaction
Rigorous management of results
Brand Notoriety
Commercial Awareness
Employee Engagement

Leadership & People Management
Innovation and Change
Business Consulting
Learning & Development

8. Management Approval – To be completed by document owner

Version	1	Date	01.03.25
Document Owner			

9. Employee Approval – To be completed by employee

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