



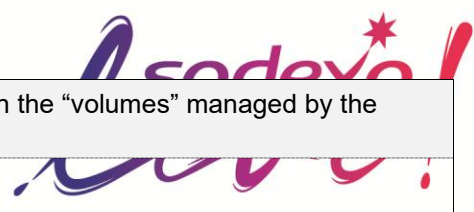
Job Description: Sodexo Live!

Function:	Sales
Position:	Conference & Sales Manager
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:	Ewood Park, Blackburn Rovers FC

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

With a proven track record of developing and winning new business, leading a team 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.

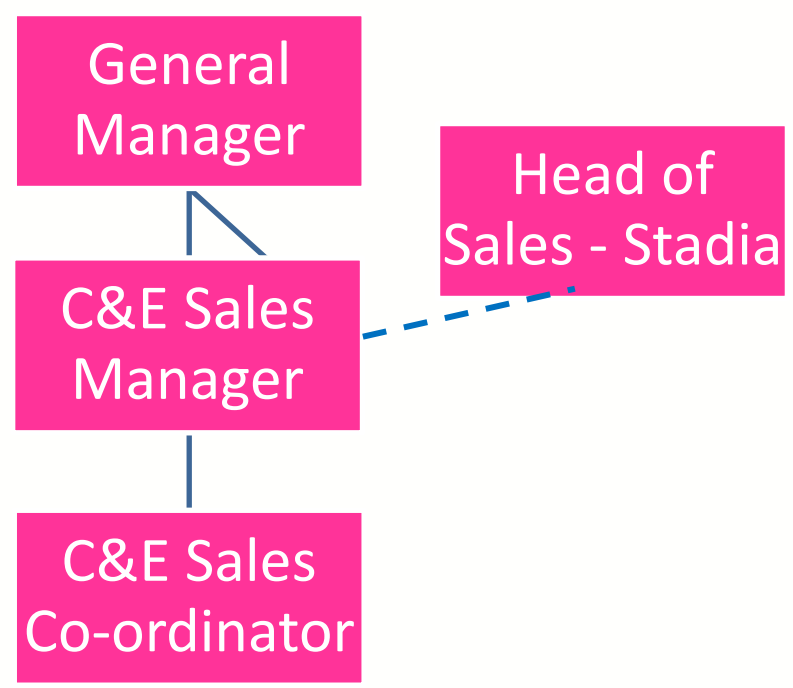
- **Leverage all aspects of the sales engine** to foster a high-performing sales culture. This involves embodying our sales values and competencies, formulating a strategic plan to surpass targets, leading by example, and adhering to company performance standards.
- **Proactively sell and promote** all venue conference and banqueting facilities, maximizing business from both new and existing customers.
- **Consistently aim to exceed targets** by providing customers with an exceptional and inspiring sales experience.
- **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.
- **Support the on-site sales team** with continuous growth and development plans, ensuring high levels of engagement, morale, and motivation.



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
- Geographic Region – Lancashire
- Number of direct reports – 1
- YOY growth number of enquiries - 3% - 5%
- YOY growth conversion of enquiries- 3% - 5%
- YOY growth spend per head- 3% - 5%

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 (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
- Ensure excellent knowledge of venue including operating costs for each style of event to ensure commercial and profitable selling
- 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
- To help roll out best practice and standardised ways of working with both the onsite sales and operational teams to ensure they are using all the tools at their disposal
- Identify and develop new customers and key accounts
- Conduct bi-weekly business review meetings with line manager to ensure objectives and activities are agreed
- Complete accurate weekly flashes and monthly forecasts
- 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
- Be an integral part of the annual budgeting process in regard to phasing
- Achieve personal and site KPI's and objectives. Review on a quarterly basis as part of the performance review process

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 teams
- Ensure social media content is accurate, timely and managed effectively (this includes adding events, sponsoring ads etc.)

- 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 actionplans to react to such data
- Record comprehensively all customer interactions, events and feedback to provide accurate research about our business using salesforce
- 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.
- 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.
- Turnaround future months of concern by identifying key issues, developing a clear action plan and implementing agreed actions with onsite sales team.

People Management:

- Ensure the agreed procedures and policies are faithfully being followed by the onsite team
- Comply with all statutory company policies and procedures to enhance employee engagement
- 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
- Conduct personal development reviews with onsite sales team and monitor their progress throughout the financial year
- Create a team environment that motivates and encourages people to engage and perform to the best of their abilities

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

- Onsite C&E sales targets are achieved
- Maximise revenue and profit through the implementation of a robust revenue strategy alongside a sales activity plan then by proactive selling through all sales platforms and use of commercial management techniques (Salesforce and other revenue management tools)
- Analysis of different market sectors to identify trends and targets (Sales Force, Venue directory and Lead Forensics)
- Sales processes, systems and tools are embedded within the business
- Performance of underperforming C&E teams/contracts improved through a clear turnaround plan
- The venue sales team is highly engaged and motivated
- Clients and customers are satisfied and see clear value in PV&E

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.
- **Strong commercial acumen** to grow and maximize sales in a highly target-driven environment.
- **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 implementing best practices and innovation** within a sales team environment.
- **Proven 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
- Leadership and People management
- Business consulting
- HR Service Delivery



8. Management Approval – To be completed by document owner

Version	1	Date	
Document Owner			

9. Employee Approval – To be completed by employee

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