

Job Description:

Sales Executive



Function:	Sales
Job:	Pro-active and Reactive Sales
Position:	Sales Executive
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Head of Sales
Additional reporting line to:	Head of Events
Position location:	Dundee

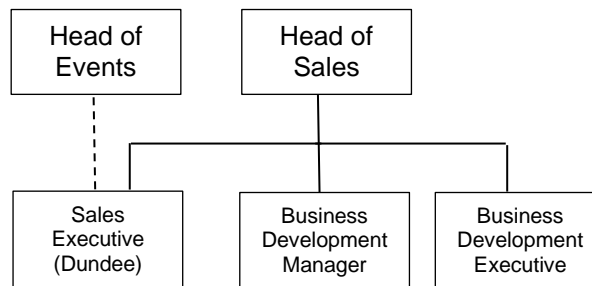
1. Purpose of the Job – State concisely the aim of the job.

- To achieve defined sales objectives and targets for the V&A Dundee through a targeted sales plan and proactive management of key accounts and new business
- To work to the UK Sales Strategy and demonstrate a high performance sales culture representing Heritage Portfolio and achieving agreed targets.
- To carry out pro-active sales activity in the Dundee market to drive sales into the V&A, win market share and increase penetration of key accounts.
- Handle all sales enquiries for the V&A Dundee and adhere to the SLA's set out by your line manager
- To support continuous growth and development across Scotland with high levels of engagement, superb morale and motivation and to work seamlessly with the wider sales team
- Support the operation team with the coordination of confirmed events to ensure a seamless customer experience

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.

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| Characteristics | <ul style="list-style-type: none">▪ Target – Achieve venue budget▪ Geographic Region – Dundee▪ Number of direct reports – 0▪ Number of indirect reports – 0 |
|-----------------|--|

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 Client & Guest Care

- Adhere to company values, standards and procedures at all points and ensure they are accurately implemented within the team. To be actively monitoring such to ensure all criteria is met
- To support and encourage a high performing sales culture with a focus on 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 venue portfolio, thinking creatively and generating new ideas, in order to grow the business and enhance revenue and profitability.
- Ensure the sales pipeline is utilized accurately and the outcome of each lead is maximized at all points
- Work with the wider sales & marketing team to create and execute a tactical sales plan for your region.
- Conduct cultivation events, FAM trips and sales missions 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 Heritage Portfolio sites in order to cross sell and efficiently communicate with peers in the company to maximize sales opportunities.
- Be an active part of the Dundee events market and community and attend such events to promote the business and make connections
- 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.

Leadership and People Management:

- To encourage and support the enforcement of a motivating sales environment for the team in order for us to achieve a high performing sales culture within the business
- Working closely with the wider sales team to ensure good working relations are maintained and that the best interests of the company are always priority
- 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
- Be the predominant customer facing ambassador of Heritage portfolio in Dundee and Perth

Quality and Detail:

- To understand the dynamics of the local market and the demand generators, and the effect this has on our business and react to such information in a pro-active way
- Adhere to all sales budgeting and ROI targets set by the Head of Sales
- Fully participate in team meetings in order to ensure effective communication is maintained between the teams

Financial Management:

- Achievement of budgeted sales targets and KPI's
- Analysis of the results by market sectors; service, nationality and other appropriate measures including narrative identifying trends
- Ensure all data in salesforce is kept up to date with relevant sales performance information
- 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.

- Achievement of budgeted sales targets and KPI's
- Create and develop a key account customer list based on target markets driving market share to the V&A Dundee
- Record and report ROI for all sales activities
- Conduct FAM trips and engagement events in order to showcase our offering to target markets
- Develop and research target markets and identify new leads within Dundee
- Conduct client meetings with new accounts in order to generate new business opportunities for the V&A Dundee
- Attend regular industry events including networking events, exhibitions, conferences, and meetings
- Engage with industry partners such as hotels, conference centres and memberships in order to generate business referrals and collaborate on sales activity
- Conduct monthly BBOB, moving market share and lost business projects
- Manage all sales enquiries at V&A Dundee from sending proposals, site visits, negotiation, contracting and coordination
- Work closely with Venue GMs and Event Design team to ensure smooth customer journey
- Research and identify pro-active sales activity to generate new business
- Encourage a pro-active and motivating sales environment
- Attend monthly sales and marketing meetings
- Follow up with clients post event in order to retain business and grow the account

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
- Achieve the venue sales budget
- Ensure salesforce is kept up to date with sales activity and opportunities
- Work on sales strategy and action plans 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
Proven success in a sales role
Previous experience in the MICE market is an advantage
Knowledge of event market in Scotland
Confident, ambitious and passionate with the ability to use own initiative
Ability to work under pressure and deliver measurable sales targets
Excellent negotiation skills
Ability to create excellent client relationships
Team player with a 'can do' attitude

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	■ Innovation and Change
■ Brand Notoriety	■ Business Consulting
■ Commercial Awareness	
■ Employee Engagement	
■ Learning & Development	

9. Management Approval – To be completed by document owner

Version	V1	Date	21 st July 2023
Document Owner	Kimberly Barr		

10. Employee Approval – To be completed by employee

Employee Name		Date	
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