

# Job Description: Sales Manager

Function:	Sales
Position:	Sales Manager
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	General Manager
Additional reporting line to:	
Position location:	

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

- Ensure you are delivering a high performing sales culture. This includes understanding and living our sales values and competencies, compiling a strategic plan in order to exceed targets, leading by example, following company standards of performance.
- To pro-actively sell and promote all venue conference and banqueting facilities by maximising business from new and existing customers.
- Always aiming to exceed targets by providing customers with an exemplary and motivating sales experience.
- To proactively target sales driving new business pipeline to support budgeted revenues.
- Achieve venue revenue targets by creating and executing the sales strategy for the site and deliver this in a timely manner.
- Work with the wider Sodexo PV&E team and Regional Sales Manager to maximize opportunities across the business.
- Proactive management of key accounts and local sales activity to win market share and increase penetration of large customers
- Support on site sales team with continuous growth and development plans and 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 Revenue budget -
- Ensure profit percentage target met for all events
- Number of direct reports –

**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.

**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, Priava 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 central support team to drive incremental sales, 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 weekly business review meetings with line manager to ensure objectives and activities are aligned
- Complete accurate forecasts
- Ensure all CRM systems are kept up to date and all team members are 100% user compliant.
- Confidently use Salesforce reports and dashboards to communicate venue revenues, quickly identify any risks and manage team activity.
- Ensure all customer data is kept safe and clean by upholding GDPR standards at all times.
- 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 Aspire 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 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 action plans 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
- Sales strategy and key initiatives are fully implemented
- Sales processes, systems and tools are embedded within the business
- Underperforming months 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.
- Compile and communicate 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

- Proven track record in proactive sales, preferably in hotel, venue or hospitality site.
- Keen commercial acumen to grow and maximise sales in a highly target driven environment
- Self-starter who can use initiative to drive sales ideas
- Ability to align and influence different stakeholders and work alongside other functions to achieve collective business objectives
- Experience in implementing best practice and innovation in a sales team environment
- Experience in budget management and measuring sales performance
- Highly proficient in Microsoft Office (PowerPoint, Excel and Word)
- Catering industry knowledge and interest would be beneficial
- A strong knowledge of the local market
- A good researcher and client focussed approach
- Excellent telephone manner
- Excellent communication verbal & written skills
- Confident presentation ability
- Excellent business relationship building skills and understanding of customer needs
- Ability to work under pressure and deliver measurable sales targets
- Excellent time management and organisational skills in order to prioritise various job demands
- Proven success in developing and executing pro-active sales and marketing initiatives with desired results
- Proven 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

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

Version	V2	Date	02.07.2021
Document Owner	Kate Nicholl		

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

Employee Name		Date	
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