

# Job Description: Senior Sales Coordinator



Function:	Sales
Job:	Senior Sales Coordinator
Position:	
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	General Manager
Additional reporting line to:	Business Development Manager
Position location:	Blackburn Rovers

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

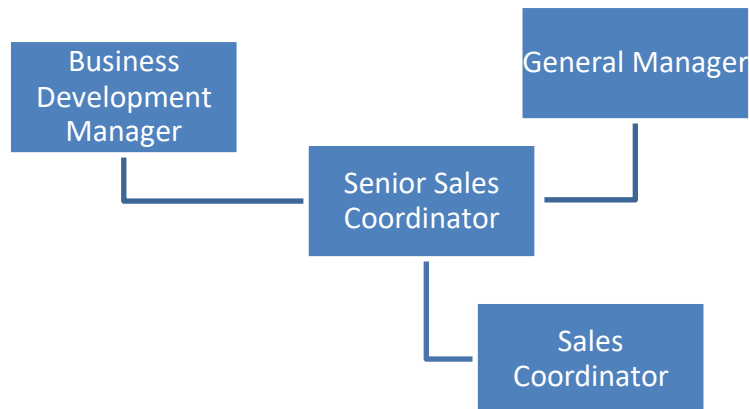
Be a point of contact onsite for clients at Ewood Park via telephone or face to face

- To exceed targets by providing clients with a motivating and exemplary sales experience
- To deliver a high performing sales culture. This includes understanding and living our sales values and competencies and following company standards of performance.
- Manage C&E enquiries to the company standard
- Identify customer needs and provide solutions to match them
- Build working relationships with internal & external clients
- Ensuring quality management of data using CRM tools provided
- Attend relevant team meetings
- Deliver a consistent level of performance within the Company's standards and agreed performance, qualitative and financial targets.
- Ensure you are delivering a high performing sales culture. This includes understanding and living our sales values and competencies, 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.
- Proactive management of key accounts and local sales activity to win market share and increase penetration of large customers

## 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 – 1

**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.

- Achievement of budgeted C&E sales objectives and profit targets
- Work closely with the business development manager to drive incremental sales, referrals and support conversion
- Adhere to company values, standards and procedures at all times
- Ensure all customer data is kept safe and clean by upholding GDPR standards at all times.
- Comply with all company & client policies and procedures as required
- Adhere to sales standards of performance for show rounds, incoming and outgoing telephone calls, administration, and sales approach in adherence to the company standards
- 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 48 hours
- Record comprehensively all customer interactions, events and feedback to provide accurate research about our business, updating Priava
- 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.
- People Management
- Work with the management team to ensure the agreed procedures and policies are faithfully followed
- Comply with all statutory company policies and procedures to enhance employee engagement and ensure the Company retains Investors in People accreditation.
- Maintain excellent and professional relationships with all internal and external clients at all times
- Behave in a proper and professional manner at all times as a representative of Sodexo
- Quality and Detail:
- Fully comply with all company and client policies, site rules, statutory regulations and working practices.
- 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
- Achieve personal KPI's and objectives. Review on a quarterly basis as part of the performance review process
- Financial Management:
- Achievement of budgeted sales
- Ensure excellent knowledge of venue including operating costs for each style of event to ensure commercial

and profitable selling

- 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
- 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

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

- Exceed targets by providing customers with a motivating and exemplary sales experience
- To develop existing accounts and engage with them to increase their commitment.
- Manage sales enquiries through PV&E and venue client bookings inbox
- Prepare and issue contracts and invoices for all sales in line with PV&E standards
- Manage debt through collecting payments in a timely manner in line with Company Accounting procedures
- Maintain an up to date CRM system, logging all enquiries
- Answer all incoming calls in a professional and efficient manner
- Understand the local & national market in order to sell effectively against the competition from both the venue and catering perspective.

**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.

- Manage the end to end life of enquiry from researching the opportunity through to proposal quotation 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 all systems

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

Knowledge, skills and experience required:

- A proven track record in a proactive sales role
- A strong knowledge of the local market
- A good researcher, negotiator, and client focussed approach
- Excellent telephone manner
- Excellent communication verbal & written skills
- Excellent business relationship building skills and understanding of customer needs
- Ability to work under pressure and deliver measureable sales targets
- Excellent time management and organisational skills in order to prioritise various job demands
- 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

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

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Document Owner	Julie Hainsworth		