

# JOB DESCRIPTION

## JOB CONTEXT

<b>TITLE:</b> Sales Manager – The John Smith’s Stadium, Huddersfield
<b>COMPANY:</b> Kudos Catering (UK) Limited
<b>BASED AT:</b> The John Smith’s Stadium, Stadium Way, Huddersfield HD1 6PG
<b>REPORTS TO:</b> Business Development Director, Kudos
<b>PURPOSE OF JOB:</b> To achieve targeted levels of sales for John Smith’s Stadium non match day sales by managing the sales team day to day and proactively developing new client relationships that have a requirement for the venue. This is to include networking and linking into the avenues within Stadium, and also to maintain those new relationships and maximise the earning potential for the venue.

## RESPONSIBILITIES AND RELATIONSHIPS

<b>STAFF REPORTING TO JOB:</b> Non match day sales team for Kudos at John Smith’s Stadium (JSS)
<b>OTHER INTERNAL RELATIONSHIPS:</b> The client on site. Operations team at JSS, sales managers at other Kudos venues, Kudos and Crown Partnership Directors
<b>EXTERNAL RELATIONSHIPS:</b> Corporate Clients, Private Clients and Conference Agents
<b>TERMS OF EMPLOYMENT:</b> See Crown Partnership Terms and Conditions and Handbook

## **PROACTIVE**

- Through telephone calls, minimum 100 a week, generate site visits or appointments that you will undertake, minimum of 8 a week
- Work in conjunction with the Business Development Director to ensure execution of the sales and marketing plan for the venue
- Through using the venue past client data, identify lapsed users and re contact in order to re win their business (older than 18 months)
- Communicate to database of JSS, incentives offers and any other relevant news to keep the venue profile high.
- Create mailings which are all then to be followed up with telephone call campaign
- Plan and execute successful follow up action for all calls and mail outs
- Attend key commercial events within the venue, other appropriate networking and hospitality events to raise exposure of JSS.
- Keep a current list of potential and current clients for entertainment

## **TEAM MANAGEMENT**

- Management of the reactive sales team members. Ensuring they undertake their daily duties in the most productive way for the maximum benefit of the business
- Responsible for monitoring and updating the ongoing progress of the department against budget
- Identifying and managing any poor performance in the department
- Ensuring that the team undertake all reporting requirements, requests for information and account management aspects of their role
- Ensuring all members of the team follow company procedures and best sales practices

## **RESEARCH AND DATABASE**

- Maintain an accurate and current database.
- Identify and develop sources of potential business.
- Research potential clients to identify:
  - Basic contact details
  - The Decision Maker (M.A.N./s – money, authority and need)
  - Type of business
  - Parent/Associate companies

- Interest in venue hire and related catering
- Requirement for JSS / Crown Partnership products
- Frequency of events

#### **CUSTOMER CONTACT**

- Effectively communicate with clients to gain commitment to purchase JSS and products.
- Effectively communicate with clients via telephone, face-to-face and written communication.
- Develop and maintain relationships which benefit both client and JSS
- Overcome client resistance/objections to products.
- Advise Business Development Director and Managing Partner Development of client feedback/comments relating to product content and pricing as well as companies performance.

#### **DIARY MANAGEMENT**

- Effectively manage venue diary to ensure optimum profitability of operation
- Evaluate and grade enquiries for profitability/suitability

#### **ACTIVITIES**

- Provide a weekly schedule of planned activities. (Summary report)
- Attend client and networking events.
- Achieve sales activities within specified time scales as directed by Business Development Director and Managing Partner Development.
- Prepare all financial, enquiry and business figures and reports for sales meetings as required

#### **TELE-SALES**

- Targeted tele-sales campaigns to achieve sales for JSS products.

#### **KEY ACCOUNT MANAGEMENT**

- Identify and maintain database of 10 Key Clients
- Effectively communicate with Key Clients via telephone, face to face and written communication to identify full potential for, and to gain maximum commitment to purchase JSS products

## **REPRESENTATION**

- Represent JSS on/in professional bodies & associations in order to maximise benefits of membership.

## **PRODUCT KNOWLEDGE**

- Maintain a current and accurate knowledge of JSS products.
- Be able to demonstrate a full knowledge of all JSS products and effectively communicate the benefits of using these products to clients.
- Maintain a current and accurate knowledge of competitor products, be able to highlight their disadvantages and promote relevant JSS benefits.
- Keep abreast of competitor activity and recommend any necessary tactical action.

## **ADMINISTRATION**

- Provide time-phased, qualified reports on achievement and activities.
- Plan diary to make effective use of working day. (Individual and team diaries)
- Maintain accurate records of all contacts and conversations with clients. (Sales report and summary reports)
- Handle correspondence related to all selling activities. (quotations, emails, etc)

**GENERAL**

- Maintain high standard of personal presentation.
- Represent JSS in a professional manner at all times.
- Liase with other members of Crown Partnership Sales Team to actively promote sales opportunities, exchange information and increase professionalism.
- Undertake all responsibilities with reference to Crown Partnership procedures.
- Ensure safe working area and work procedures in line with Company's Health and Safety Policy.
- Obtain necessary authority for expenses and record in line with Company Policy.
- Undertake any reasonable duties as specified by the Business Development Director

**Declaration**

I agree that the above is an accurate and fair job description and understand that my performance will be assessed on my ability to perform my job within the parameters set out above.

This job description is not exhaustive, you will also be required to perform duties other than those for which you are primarily employed.

Signed Post Holder ..... Date .....

Name of Post Holder .....

Signed Line Manager ..... Date .....

Name of Line Manager .....