

Job Description

Position: Sales Executive

Reports to: Business Development Manager (CentrEd)

Purpose of the Role

The role requires both Re-active and Pro-active sales. Primary focus is to generate new and repeat CentrEd business by identifying and closing profitable business within the ExCeL London Conference & Events team. CentrEd at ExCeL is a state of the art training and meeting facility designed to grow revenue opportunities and deliver an enhanced customer experience.

The post holder will work closely with the Business Development Manager and the CentrEd team to develop new business ensuring that active leads are appropriately responded to and developed to closure.

Sales targets for this role and the team are outlined annually and are a key measurement of performance. Target sectors are likely to include: corporate, government and other sectors which underpin London's key growth areas.

Responsibilities

1. New Business Development/ Account Management

The role holder will seek new business opportunities, through their own initiative and Company marketing activities and close high yield business quickly and efficiently. Meet and exceed individual, team and company financial targets.

Maintain a network of contacts and agencies that enhances opportunities for new and repeat business. Identify appropriate situations to up-sell ExCeL London's products and those of our Service Partners to increase overall yields.

2. Account Management/ Oversight of Team Account Management

The role will have an element of account management and this aspect of the role will require the role holder to effectively manage and develop existing clients to ensure high levels of repeat business and account growth. Achieve high levels of customer satisfaction and service and effectively and professionally manage client relationships from initial enquiry to post event.

The role will be required to ensure that Account plans and Client review meetings are regularly held with the aim of securing new and repeat business for the venue and company whilst maintaining their own achievement of personal targets.

3. Company Ambassador/ External Communication

To attend networking events and industry related conferences as required by the Executive Director of Conferences & Events. Project a professional attitude and be knowledgeable about the CentrEd at ExCeL and wider ExCeL London product. Develop strong relations with clients through face-to-face activity and telephone sales. Use every opportunity to create new business contacts and potential leads. Support will be given for any industry leadership roles identified for the position within UK event-related trade associations.

To sell the CentrEd product and Event Venue Services (EVS) to potential clients in a professional and coherent manner. Ensure the use of the Company's marketing guidelines to effectively communicate the ExCeL London and CentrEd at ExCeL brand.

Ability to present and communicate at a Senior Manager and Director/CEO level.

4. Sales Administration

This role requires strong working relationships with all departments to disseminate key & relevant business information. The role works closely with Sales Support to ensure business protocols and administration processes are adhered to. Be fully responsible for the maintenance and accuracy of account data within the company database. Provide accurate and timely management information as required.

Core Competencies

Market & Customer Focus - Actively seeks customer feedback and responds accordingly. Keeps up to date with market information such as competitor activity and economic data and assesses its impact on their function. Will be able to effectively reconcile the interests of both the customer and this business. Encourages others to 'think customer' and plan/ act accordingly. Translates ideas into action to proactively increase client satisfaction and profitability.

Negotiation Skills - Uses listening skills to effectively understand the needs of the other party, gathers information and views and enters into a dialogue designed to reach agreement on an equal level between the parties. Adept at objection handling, using strong influencing skills to persuade others rounds to their own way of thinking or to achieving a planned outcome to a business deal. Has a competitive drive that results in the achievement of well negotiated deals/outcomes, whilst maintaining a commercial perspective.

Creativity & Innovation - Champions initiatives that foster a culture of learning, creativity and innovation across the organisation. Influences the way the organisation works and delivers effective change in organisational culture. Prepared to consider radical and innovative ideas to maximise organisational success. Develops solutions in situations where there is no precedent. Strives for improvements but not at the expense of business goals. Prepared to be bold and manage risk successfully

Drive, energy & persistence - being self-motivated and shows resilience in difficult situations, flexible and accommodating to meet the varying demands of a fast-paced sales environment

Knowledge of the Business - Is in touch with the needs of internal & external customers and is alive to threats and opportunities. Considers the long-term business implications of issues and situations. Is aware of the main thrust of competitor activity and has a strategic business focus.

Results Focus & Profit Delivery - works well towards challenging objectives, has high standards for self and others, meets agreed deadlines. Allocates time to longer-term activities, always looking for opportunities to do things faster, better, more cost effectively, eliminating non-value added activities. Is clear-minded in pursuit of objectives. Achieves/ exceeds targets by focussing on key deliverables, ensuring plans are followed through. Regularly measures performance against key success indicators.

Knowledge:

Good working knowledge of corporate procurement and contracting processes, particularly for corporates acquiring multiple, long-term deals.

Good knowledge of the meetings and events market

Skills & Experience:

Previous experience developing and executing corporate sales strategies with a solid track record in managing a portfolio of corporate business.

Experience growing and maintaining key accounts, developing account relationships and spotting opportunities for accounts to grow and deliver increased sales to the venue and company

Able to demonstrate a solid track record of business development experience within the corporate training, meeting and events industry (from both new and existing clients), using a destination marketing approach and consultative selling techniques

Possess a high degree of commercial awareness and is able to understand the links between sales and profit

Able to convert meeting and event enquiries and leads into confirmed business

Significant experience in securing preferred supplier status with corporate clients is required.

The ability to identify high vs low potential business is necessary to be successful in this role.

Successful candidates are likely to have previous experience as a Sales Executive within large hotel groups, and have worked with venue finding agencies, or production companies.

Education:

Degree education is desirable but not necessary.

In addition to the above you are required to undertake such duties as may reasonably be required of this role. ExCeL London may update this Job Description from time to time in order to reflect changes in business requirements. This procedure will be undertaken through discussions between the job holder and their manager.