



TITLE OF POSITION: Senior Sales Manager
REPORTS TO: Head of Sales and Partnerships
OFFICE LOCATION: Auckland, New Zealand
CONTRACT TYPE: Permanent

ROLE OVERVIEW

The Senior Sales Manager will drive revenue growth and market expansion of premium travel and hospitality experiences for global sporting events. This role combines strategic vision with operational excellence, working closely with the Head of Sales and Partnerships to design and execute innovative, customer-focused sales strategies. The Senior Sales Manager will champion premium offerings, foster strong client relationships, and leverage market insights to position the company at the forefront of the industry.

MAIN ACCOUNTABILITIES

- **Strategic Sales Leadership:** Partner with the Head of Sales and Partnerships to implement forward-thinking sales strategies that align with business goals, focusing on growing revenue in premium travel and hospitality markets.
- **Client Relationship Excellence:** Act as a brand ambassador, cultivating enduring relationships with clients, ensuring a high level of service that reinforces the company's reputation for delivering exceptional experiences.
- **Customer-Centric Consultative Sales:** Drive consultative sales approaches, aligning premium travel and hospitality products with customer needs to build loyalty, satisfaction, and repeat business.
- **Corporate Outreach and Premium Promotion:** Proactively engage corporate clients through targeted outreach to promote premium hospitality and travel offerings, positioning them as market-leading experiences to drive revenue growth and customer retention.
- **Market Expansion and Innovation:** Lead efforts to penetrate new markets and refine market-entry strategies by leveraging data-driven insights, creativity, and emerging opportunities within the travel and hospitality sectors.
- **Sales Pipeline and CRM Accuracy:** Oversee the management of the sales pipeline and ensure the effective use of CRM systems for forecasting, reporting, and data-driven decision-making.
- **Revenue Forecasting and Target Setting:** Monitor individual and team revenue targets, leveraging market data and analytics to ensure they are achievable, while driving accountability.
- **Collaborative Product Development:** Collaborate with product and marketing teams to create compelling premium offerings, including travel packages and hospitality experiences, that align with customer needs and maximise revenue potential.
- **Performance Analysis and Optimisation:** Use sales data and analytics to refine strategies and improve team performance, aligning with business objectives and market trends.
- **Post-Sales Management:** Ensure seamless handover to operations teams while maintaining post-sales client relationships to foster satisfaction, identify upsell opportunities, and secure repeat business.

SPORTS TRAVEL AND HOSPITALITY NEW ZEALAND LIMITED
Level 4, Tower 2, 205 Queen Street, Auckland, 1010, New Zealand

www.sportstravelhospitality.com

Registered office: Level 4, Tower 2, 205 Queen Street, Auckland, 1010, New Zealand
Company number: 3880562



KEY SKILLS AND EXPERIENCE

- **Premium Sales Expertise:** Proven success in driving revenue for premium experiences specifically in the high end hospitality sector, with a focus on consultative selling and customer-centric approaches.
- **Client Relationship Management:** Demonstrated expertise in building and maintaining strong client relationships through face-to-face meetings, consultations, and effective communication, both in-person and over the phone.
- **Market Expansion Acumen:** Experience in exploring and entering new markets using data-driven strategies and creative solutions to grow business reach.
- **Analytics Proficiency:** Skilled in leveraging CRM tools and market data to forecast sales, track performance, and refine strategies for maximum impact.

DESIREABLE COMPETNCIES

- **Drive for Results:** Strong focus on achieving and exceeding sales targets, with a results-driven mindset.
- **Consultative Sales Expertise:** Proven ability to drive revenue through a consultative sales approach, with strong written communication and leadership in customer-focused strategies.
- **Customer-Centric:** Committed to enhancing customer experience and thrives in team collaboration, leading by example to drive collective success.
- **Passion for Sport and Industry Knowledge:** Deep enthusiasm for sport and a solid understanding of the sports and hospitality industry.

WHO WE ARE

[STH Group](#) is a [Sodexo Live!](#) company, with offices in London, Auckland and Melbourne, enabling a truly global reach and service offering.

Our Company partners with event owners to make the biggest sporting events in the world - even better! From the Olympic Games in London and Tokyo, the Cricket World Cup in England & Wales to the Rugby World Cups in Japan, England, New Zealand and France, our award-winning team cover the globe to create travel and hospitality programmes with one simple ambition – to leave sports fans knowing they have just been part of an experience of a lifetime

At STH, you **belong to something greater**; our experiences are unique and so are our people. Bring personality, your background, and your desire for delighting others; in return we'll give you all you need to thrive. Through joining STH, you will be part of an inclusive and driven culture, that focuses on collective success and empowerment; we thrive of making the memorable, unforgettable for thousands of global sporting fans. We champion the ethos of the sports teams we represent and ensure our culture is one that is opportunity driven, both for the customers we serve – and the people who make them possible!

WHAT WE STAND FOR

STH Group identify the below values as fundamental commitments for every member of our team. Like the athletes we admire and connect with fans, we use these as our guiding compass in everything that we do, which supports a “one-team” mentality, culture-code and aligned directive.

- **Service Spirit:** We are customer obsessed, encouraging our teams to anticipate expectations and take pride in all services they deliver.
- **Spirit of Progress:** We strive to be trailblazers; we seek continuous improvement and innovation in everything that we do.
- **Team Spirit:** We thrive on winning together, delivering exceptional outcomes for our customers, employees, partners, and the communities in which we operate.

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