



**TITLE OF POSITION:** Sales Executive  
**REPORTS TO:** Head of Sales  
**OFFICE LOCATION:** Melbourne, Australia

#### ROLE OVERVIEW

We are seeking a dynamic and enthusiastic sales professional to drive corporate hospitality and travel package ticket sales to some of the world's most prestigious and exciting sporting events. This role is about connecting with and nurturing relationships with global sports fans and corporate clients, working diligently to develop connections and partnerships that endorse our service offering and enhance our market presence. The ideal candidate will have strong capabilities in relationship development, a commitment to being target-driven, and a desire to be part of a collaborative, motivated team with the goal of connecting sports fans to experiences of a lifetime!

#### MAIN ACCOUNTABILITIES

- **Ticket Sales:** Serve as a ticket salesperson, addressing and responding to customer enquiries about upcoming sporting events. Collate and sell suitable ticket packages that meet customer needs. Liaise with new and existing clients, as well as internal departments, to confirm new reservations and modify existing ones.
- **Exceed Sales Goals:** Devise and implement innovative strategies to surpass sales objectives for travel and hospitality packages, ensuring our clients have unforgettable experiences at the world's leading sporting events.
- **Cultivate Business Opportunities:** Actively engage with both new and loyal clients through telephone, email and face-to-face meetings, deepening relationships and securing sales to expand our travel and hospitality offerings.
- **Enhance Customer Interaction:** Initiate and manage all inbound enquiries with a proactive approach, seizing opportunities to offer upgrades to elevate the overall customer experience.
- **Strengthen Relationships:** Foster robust and effective partnerships with sports enthusiasts, clients, prospects, rightsholders and colleagues to build a strong, supportive community.
- **Monitor Performance:** Regularly review your sales performance with your manager to identify strengths and areas for improvement, ensuring continuous professional growth.
- **Master Product Details:** Develop an expert understanding of our services to effectively communicate their value and appeal to sports fans.
- **Employ Consultative Selling:** Refine your sales techniques to engage customers more effectively, enhancing their journey from initial enquiry to final sale.
- **Manage the Sales Pipeline:** Maintain meticulous records of the sales process, from initial contact to closing, ensuring all interactions are logged accurately in our CRM system for effective follow-up and reporting.
- **Optimise Data Handling:** Regularly review and update data within the CRM system to improve efficiency and pinpoint opportunities for improvement, making the sales process as streamlined as possible.
- **Address Customer Enquiries:** Efficiently manage project inboxes and respond promptly to client queries, maintaining exceptional levels of customer service to ensure every interaction is positive and productive

#### KEY SKILLS AND EXPERIENCE:

- **Performance-Driven:** Demonstrates a robust capacity to work towards and achieve performance targets, showcasing a proactive approach to sales and client relationship management.

**SPORTS TRAVEL AND HOSPITALITY AUSTRALIA PTY LTD**  
Suite 2 - Level 12, 276 Flinders Street, VIC 3000, Melbourne, Australia

[www.sportstravelhospitality.com](http://www.sportstravelhospitality.com)



- **Effective Communication:** Proficient in crafting well-constructed, consultative emails, engaging in meaningful face-to-face discussions and having clear and purposeful telephone conversations.
- **Learning and Data Accuracy:** Demonstrates a keen ability to quickly learn new systems and maintain accurate data, ensuring reliability and integrity in customer management and reporting.

#### DESIREABLE COMPETENCIES

- **Team Collaboration:** Enthusiastic about contributing to and working within a team setting, fostering a collaborative environment that encourages shared success.
- **Networking and Influence:** Skilled in building networks and influencing others, utilising strong interpersonal skills to forge and sustain lasting relationships with clients and stakeholders.
- **Sport Enthusiasm:** A passion for sport can enhance connection with clients and understanding of the sports hospitality market, contributing positively to client interactions and service delivery.

#### WHO WE ARE

STH Group is a **Sodexo Live!** company, with offices in London, Auckland, Melbourne and Sydney, 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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