

**TITLE OF POSITION:** Sales Manager

**REPORTS TO:** Head of Sales

**CONTRACT DURATION:**

Permanent role

**PACKAGE**

Salary dependant on experience, plus commission structure

Company benefits include access to training budgets, private health insurance and EAP, competitive pension scheme, discount scheme enrolment alongside potential for hybrid working.

**ROLE OVERVIEW**

STH UK is a leader in the creation of premium spectator experiences through unique and innovative travel and hospitality programmes at sporting events.

We require an enthusiastic and experienced Sales Manager to maximise corporate hospitality and travel package revenue for the business. The Sales Manager is responsible for the successful implementation of the STH UK sales strategy, through effective contribution and mentoring of the sales team. The role also requires establishing and managing key relationships with direct corporate clients, high net worth individuals and creating initiatives with relevant third parties. The successful candidate will have a minimum of three years sales experience, particularly across corporate hospitality and travel sales and the events industries, demonstrating the ability to motivate and lead a team to exceed strategic targets.

**KEY RESPONSIBILITIES**

**Sales Activity**

- Collaborate with the Head of Sales on leading hospitality & travel sales management to increase revenue and market expansion
- Innovate package content and pricing strategies to maximise profitability and customer satisfaction.
- Strategise and execute proactive sales initiatives to surpass sales targets and enhance market position.
- Cultivate lucrative partnerships with new corporate clients, significantly expanding the client base and revenue streams.
- Execute senior management strategies, ensuring swift and effective implementation of sales plans for sustainable growth.
- Foster enduring client relationships, elevating STH UK's brand recognition and fostering loyalty.
- Master product knowledge to effectively position offerings, leading to heightened customer interest and conversion rates.
- Employ a consultative sales approach, fostering trust and loyalty among clients, resulting in increased sales and retention.
- Conduct impactful face-to-face and telephone sales meetings, driving conversion rates and revenue growth.
- Maintain a meticulously managed Pipeline document, facilitating accurate forecasting and strategic decision-making.
- Ensure precise CRM data entry and database expansion, optimising sales efficiency and client engagement.
- Deliver insightful weekly sales reports, empowering leadership with actionable insights for informed decision-making.
- Establish robust communication systems to align sales efforts with organisational objectives, fostering cohesion and efficiency.
- Utilise analytics to inform data-driven sales strategies, resulting in optimised tactics and increased revenue generation.

**Team Lead**

- Lead a dynamic, high-performing Sales team, actively pushing for tangible results through training and induction programs.
- Continuously innovate and refine personal and team sales strategies, ensuring optimal effectiveness and maximum impact.
- Spearhead various sales initiatives and foster key relationships to generate substantial sales interest.
- Ensure mastery of products and guide the team to position them strategically and positively in the marketplace.
- Champion the consultative sales process, consistently refining techniques to drive increased sales and retention rates.
- Maintain a comprehensive understanding of STH, its suppliers, stakeholders, and affiliated companies to support with making informed decisions on sales strategies to increase competitiveness and sustainability in the market.
- Manage and nurture relationships and project accounts with crucial stakeholders in Sodexo Live! to foster trust, collaboration, and alignment of goals.

**KEY RELATIONSHIPS**

**Internal:**

- Head of Sales
- STH UK General Manager
- STH UK Head of Marketing
- STH UK Sales team
- STH Client Relations Executive
- STH Group Commercial team

- Sodexo Live!

**External:**

- Prospects including FTSE 100 & 250, Large Cap Corporations
- Prospects - including High Net Worth Individuals and large, mid and small cap companies
- Organisations with relevant databases for new leads
- Event Rightsholder
- STH UK customers
- Third party collaborating agents

**PERSONAL ATTRIBUTES**

- Thrive on working to performance targets
- Motivation, enthusiasm, self-discipline and focus
- Commitment to preparation and planning
- Contribute and work within a team environment
- Manage time and prioritise tasks
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**KEY COMPETENCIES/SKILLS**
**Necessary experience**

- A minimum of three years Sales experience
- Excellent communication / networking and influencing skills
- Strong written communication – well constructed consultative emails
- Experience in face-to-face meetings and consultations
- Clear and purposeful telephone manner
- Resilient mind-set
- A passion for sport would be beneficial.

**Preferable experience**

- Sports hospitality industry experience
- Two or more year's management experience

**COMPANY INFORMATION**
**Who are we?**

[STH UK](#) is the UK based office of [STH Group](#), with offices in London, Auckland, and Melbourne. Our infrastructure is underpinned by incredible shareholders of [Sodexo Live!](#) 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

Through joining **STH UK**, you can be part of a motivated, high-performing team that thrive on the excitement of working to bring fans to the heart of the action at the biggest sporting events in the world. We have a collaborative and driven culture, that focuses on collective success and empowerment. We endorse cross regional working wherever possible to elevate knowledge sharing and skills application, which creates a truly global network that maximises our external reach but also our internal relationship and development opportunities.

At STH, we consider our team members our primary asset, so we work hard to ensure our working environment is progressive and people focussed. This enables us to track and record strong engagement rates and high internal development and progression statistics, with a targeted focus on ensuring we retain that very best talent.