



TITLE OF POSITION: Sales Manager (STH NorAm)

REPORTS TO: Managing Director (STH NorAm)

NUMBER OF DIRECT REPORTS: Up to 3

OFFICE LOCATION: Miami, USA

Principle Function:

We are seeking an experienced Sales Manager to drive revenue growth and build strong relationships in the travel and hospitality sectors. This key role involves leading strategic sales initiatives, targeting corporate clients, and promoting premium experiences to existing and new diverse audience groups. The Sales Manager will lead the sales team, driving progressive results to exceed targets, and enhance our brand through a consultative and results-driven approach.

Essential Responsibilities:

- **Sales Strategy Execution:** Implement and execute sales strategies and plans as devised by senior management, aligning with overall company objectives.
- **Target Achievement:** Drive the sales team to meet or exceed set sales targets through proactive initiatives and focused prospecting, particularly with large corporations.
- **Client Engagement:** Build and maintain strong relationships with potential clients, enhancing brand awareness and reputation.
- **Product Expertise:** Ensure thorough understanding of all product offerings, effectively positioning them in the marketplace and guiding the team to do the same.
- **Pipeline Management:** Oversee and manage an accurate sales pipeline, ensuring detailed reporting and effective data input into CRM systems.
- **Reporting and Communication:** Provide accurate and timely weekly sales reports to senior management, including updates on pipeline, activity, and forecasts utilizing central CRM system.
- **Consultative Sales Process:** Master and promote the STH Science of Selling sales approach and consultative sales approach within the team, continuously testing and refining sales methods.
- **Sales Initiatives:** Manage sales initiatives, including package content, pricing development, and on-sale timeline planning to drive revenue growth.
- **Analytics Utilisation:** Use sales analytics to inform and adjust tactics, ensuring data-driven decision-making for effective sales outcomes.
- **Market Intelligence:** Support the Managing Director to stay informed of market trends, competitor activity, and industry opportunities for strategic business development initiatives.
- **Team Leadership:** Lead, mentor, and motivate the sales team, fostering a high-performance environment through training, performance reviews, and support.

SPORTS TRAVEL AND HOSPITALITY LIMITED

Avalon House, 72 Lower Mortlake Road, Richmond TW9 2JY

www.sportstravelhospitality.com



Qualifications / Key Skills:

- **Sales Leadership Experience:** Minimum of three years' experience in sales, with a proven ability to drive revenue growth, lead strategic sales initiatives, and consistently meet or exceed sales targets.
- **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.
- **Influential Communicator:** Clear, effective communicator across all levels, fostering collaboration with internal teams and external stakeholders.
- **Drive for Results:** Strong focus on achieving and exceeding sales targets, with a results-driven mindset.
- **Consultative Sales Expertise:** Resilient mindset with strong written communication skills, particularly in crafting consultative emails and leading a team in adopting a consultative sales approach
- **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

Other requirements:

- Hours may be extended or irregular to include nights, weekends and holidays.

COMPANY INFORMATION

[STH Group](#) is a [Sodexo Live!](#) company, with offices in London, Auckland, Melbourne, Sydney and soon to be Miami - 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 alongside numerous Grand Slam Tennis experience ventures, our award-winning team cover the globe to create travel and hospitality programmes with one simple ambition - to make the memorable, unforgettable for sports fans.

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.

This role will be part of an inaugural team to represent an exciting project of STH Group, a Sodexo Live company. Contracted through Sodexo Live as the U.S. operator, you'll be part of a team to spearhead the STH Group's first project - creating unforgettable fan experiences whilst endeavoring to establish a sustainable, long-term reputation and presence in the U.S. market.

KEY INFORMATION

Thank you for expressing interest in employment with Sodexo Live!. While only those candidates considered for this position will be contacted, your resume will remain on file for 90 days.

Sodexo Live! is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, age, genetic information, status as a protected veteran or status as a qualified individual with a disability, or any other characteristic protected by applicable Federal, State or Local law.

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