



**TITLE OF POSITION:** Sales Representative (STH NorAm)

**REPORTS TO:** Sales Manager

**NUMBER OF DIRECT REPORTS:** None

**OFFICE LOCATION:** Requirement to be in Miami one day per week

**Principal Function:**

We're looking for a Sales Representative to join our North American team, focused on driving revenue across STH Group's global portfolio of premium sports experiences, with a particular emphasis on our core sports of tennis, golf, cricket and rugby. This role is responsible for building and managing relationships with both corporate clients and high-net-worth individuals, selling bespoke hospitality, travel, and ticketing packages across a range of world-class events. The ideal candidate is commercially driven, relationship-focused, and should thrive in a fast-paced, target-oriented environment while contributing to a collaborative team culture.

**Essential Responsibilities:**

- **Drive Sales Through Direct Outreach:** Make outbound calls and respond to inbound enquiries to convert leads into bookings, consistently meeting daily and monthly sales targets.
- **Convert Interest into Revenue:** Engage with new and existing customers to secure sales of travel and hospitality packages, contributing directly to revenue growth.
- **Upsell to Enhance Value:** Identify and offer relevant upgrades or add-ons that improve the customer experience and increase average booking value.
- **Build Customer Loyalty:** Develop strong relationships with fans and clients to encourage repeat business and long-term engagement.
- **Deliver Responsive Customer Service:** Monitor inboxes and respond promptly to client queries, ensuring a smooth and positive customer experience at every touchpoint.
- **Maintain Accurate Sales Records:** Log all activity in the CRM system to support follow-up, reporting, and pipeline visibility.
- **Keep Data Clean and Actionable:** Regularly update client and sales data to improve operational efficiency and identify new sales opportunities.
- **Review Performance to Improve Outcomes:** Meet regularly with your manager to assess progress and apply feedback to boost conversion rates.
- **Understand Products to Close Sales:** Learn package details thoroughly to confidently match customer needs and secure bookings.

**Skill & Experience requirements:**

- **Sales Experience:** Minimum 1 year of proven success in sales, with a track record of driving revenue and meeting targets.
- **CRM Proficiency:** Comfortable using Salesforce or similar CRM tools to manage pipelines, track activity, and maintain data accuracy.
- **Confident Outreach:** Skilled in engaging clients through email, phone, and face-to-face conversations with a consultative, professional approach.



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**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 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.*