



TITLE OF POSITION: Sales Representative (STH NorAm)

REPORTS TO: Sales Manager

NUMBER OF DIRECT REPORTS: None

OFFICE LOCATION: Miami, USA

Principle Function:

We are seeking a dynamic and enthusiastic sales professional to drive hospitality and travel package sales to some of the world's most prestigious sporting events. This role is about sourcing 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 demonstrate strong capabilities in relationship development, be target-driven, and have a desire to be part of a collaborative team with the goal of connecting sports fans to experiences of a lifetime!

Essential Responsibilities:

- **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.

SPORTS TRAVEL AND HOSPITALITY LIMITED

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

www.sportstravelhospitality.com



Qualifications / Key Skills:

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

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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