



TITLE OF POSITION: Sales Representative (STH NorAm)

REPORTS TO: Sales Manager

NUMBER OF DIRECT REPORTS: None

OFFICE LOCATION: Brickell, Miami

Principle Function:

We're looking for a bilingual (English & Spanish) Sales Representative to join our team in Miami and drive sales for World Baseball Experiences. This role focuses on building and nurturing relationships with global sports fans and corporate clients, promoting our hospitality and travel packages. The ideal candidate is energetic, target-driven, and passionate about connecting people to unforgettable sports experiences, while thriving in a collaborative team environment.

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:

- **Language Skills:** Fluent in English and Spanish (spoken and written).
- **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.



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.