



TITLE OF POSITION: Senior Sales Executive
REPORTS TO: Sales Manager
NUMBER OF DIRECT REPORTS: None
OFFICE LOCATION: Richmond, London
CONTRACT TYPE: Fixed term, September 2025

ROLE OVERVIEW

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 a desire to be part of a collaborative team with the goal of connecting sports fans to experiences of a lifetime!

MAIN ACCOUNTABILITIES

- **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.
- **Product Expertise:** Ensure thorough understanding of all product offerings, effectively positioning them in the marketplace and supporting the team to do the same.
- **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.
- **Market Intelligence:** Support the Sales Manager to stay informed of market trends, competitor activity, and industry opportunities to contribute to strategic business development initiatives.
- **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.
- **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.
- **Reporting and Analysis:** Provide accurate and timely sales reports to the team including updates on pipeline, activity, and forecasts, using sales analytics to suggest adjustment to tactics, ensuring data-driven decision-making for effective sales outcomes.
- **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.

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:** Master of crafting well-constructed, consultative emails, engaging in meaningful face-to-face discussions and having clear and purposeful telephone conversations.

SPORTS TRAVEL AND HOSPITALITY LIMITED

Oriel House, 26 The Quadrant, Richmond, TW9 1DL

www.sportstravelhospitality.com

Registered office: One Southampton Row, London, United Kingdom WC1B 5HA
Company number: 07322743



- **Resilience and Adaptability:** Maintains a resilient mindset in challenging situations, adapting strategies to meet business needs and client expectations effectively.
- **Brand and Product Ambassadorship:** Acts as a positive ambassador for the brand, enthusiastically promoting our products with a commitment to excellence in all interactions.

DESIREABLE COMPETNCIES

- **Team Collaboration:** Enthusiastic about contributing to and working within a team setting, fostering a collaborative environment that encourages shared success.
- **Time Management and Planning:** Exceptional ability to manage time efficiently and prioritise tasks effectively, ensuring timely completion of responsibilities and adherence to deadlines.
- **Networking and Influence:** Highly skilled in building networks and influencing others, utilising strong interpersonal skills to forge and sustain lasting relationships with clients and stakeholders.
- **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.
- **Sport Enthusiasm:** While not essential, a passion for sport can enhance connection with clients and understanding of the sports hospitality market, contributing positively to client interactions and service delivery

WHO WE ARE

[STH Group](#) is a [Sodexo Live!](#) company, with offices in London, Auckland, and Melbourne, 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

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. Through joining **STH, you will be part of** an inclusive and driven culture, that focuses on collective success and empowerment; we thrive of making the memorable, unforgettable for thousands of global sporting fans. We champion the ethos of the sports teams we represent and ensure our culture is one that is opportunity driven, both for the customers we serve – and the people who make them possible!

WHAT WE STAND FOR

STH Group identify the below values as fundamental commitments for every member of our team. Like the athletes we admire and connect with fans, we use these as our guiding compass in everything that we do, which supports a “one-team” mentality, culture-code and aligned directive.

- **Service Spirit: We are customer obsessed, encouraging our teams to anticipate expectations and take pride in all services they deliver.**
- **Spirit of Progress: We strive to be trailblazers; we seek continuous improvement and innovation in everything that we do.**
- **Team Spirit: We thrive on winning together, delivering exceptional outcomes for our customers, employees, partners, and the communities in which we operate.**

SPORTS TRAVEL AND HOSPITALITY LIMITED

Oriel House, 26 The Quadrant, Richmond, TW9 1DL

www.sportstravelhospitality.com

Registered office: One Southampton Row, London, United Kingdom WC1B 5HA
Company number: 07322743