

SweetSpot

Hospitality Sales Manager, SweetSpot Group

Salary: £26,000 per annum + commission

SweetSpot Group, the organisers of the OVO Energy Tour of Britain cycle race and other leading cycling events, are looking to recruit a Hospitality Sales Manager to join their busy Commercial department.

The role presents an exciting opportunity for someone looking to join a leading UK company in the sports industry, working on a wide portfolio of major cycling activities.

The position is a full-time role based at SweetSpot's Surrey offices and includes on event work, including some weekends, on events such as the OVO Energy Tour of Britain, and Women's Tour.

The Role

The Hospitality Sales Manager will be responsible for achieving a set revenue of hospitality sales for the events via telephone, online and face-to-face sales as well as actively seeking out and developing new corporate hospitality business through proactive calling & networking.

The Hospitality Sales Manager will be the lead hospitality sales person for the business at all times to receive, monitor and action incoming enquiries and also be expected to develop existing accounts and customers and to engage with them to increase their commitment.

The role will support the other members of the Commercial Team in delivering sponsorship, event and administration requirements at key times of the year, and so be fully conversant with all events, packages and offers at all events in the calendar year.

Key Responsibilities will include:

- Proactive outbound Calling
- Sourcing and qualifying leads
- Sales negotiation
- Managing payment and financial procedures relating to sales
- Maintaining Sales Standards of Performance.
- Accurate reporting of sales and pipeline to line manager.
- Closing sales and reaching agreed financial targets.
- Maintaining regular dialogue with colleagues
- Obtaining new business through networking and referrals

- Attending client meetings and networking events
- On event work at SweetSpot's events
- Representing the brands at a high level throughout

Objectives:

- To meet agreed hospitality sales targets
- To research and create sales opportunities to maximise sales revenues
- To pro-actively and strategically develop new and existing business
- To attend sales meetings and present weekly sales figures and pipeline reports

The ideal candidate:

- Will be self driven and strategic in your sales approach and be able to communicate effectively to prospects
- Will be target driven to drive and succeed in a business where success is rewarded.
- Would have experience in hospitality sales although not essential
- Will not be afraid to pick up the phone, and adopt a professional and engaging telephone manner when talking to clients and customers
- Will represent the brand to the highest level at all times
- Will have a high level of attention to detail
- Will possess the ability to negotiate and work within a flexible schedule and adapt to changing priorities
- Will have excellent interpersonal, communication and organisational skills
- Will possess excellent IT skills, including knowledge of Outlook and MS Office suite of programmes
- The role requires frequent travel to meetings and events, so a full drivers licence is required
- Based in or close to SweetSpot's Surrey offices, or willing to relocate.

To apply for this position, please send a covering letter and copy of your current C.V to media@thetour.co.uk using the subject line 'Hospitality Sales Manager – Application'.

Supporting evidence of relevant, previous work should also be supplied with your application.

Closing date for applications is Monday 8th January 2018 with interviews for prospective candidates to be conducted during the second half of January, with a view to a February starting date

