

JOB DESCRIPTION

JOB TITLE:	Sales Executive (Group Tickets)
NAME OF JOBHOLDER:	
REPORTS TO (TITLE):	Business Development Manager (Premium Ticketing and Corporate Accounts)
OFFICE/HO DEPT:	Sales and Marketing
DATE	6 th June 2018

1. MAIN PURPOSE OF JOB

To successfully implement the group ticket sales plan for Lancashire Cricket and Emirates Old Trafford across domestic and international cricket and major tournaments, including domestic T20, other domestic cricket fixtures, the ICC Cricket World Cup and the Ashes.

2. JOB SPECIFIC TASKS

Targets and Performance

- Achieve and exceed sales targets (weekly/monthly and individual/team targets) and other key performance indicators, including developing new customers and growth of existing client-base, for all group ticketing and incentive opportunities, as well as some hospitality and premium ticketing products that the club offers, and regional businesses'
- Have an open-minded and creative approach to group tickets sales including development of new business ideas to support future revenue growth and profitability.
- Research, source and create new sales opportunities to drive maximum revenues for the department, working individually and collectively as a team
- Have an open-minded and creative approach to group tickets sales including development of new business ideas to support future revenue growth and profitability.
- Pro-active outbound sales to the agreed target audiences that include companies, tour operators, social groups, professional cricket clubs, amateur cricket clubs, schools (UK and overseas) and incentive groups.
- Such activity will include networking, cold-calling, communication to warm leads from existing data, cross-selling into existing customers and wider proactive selling.
- Work alongside the Business Development Manager (Premium Ticketing and Corporate Accounts) in creating and developing the group ticketing product and experience to ensure maximum value and repeat business
- Assist with wider ticketing and business development activity where appropriate and required.

Relationships

- Create, maintain and develop strong key client relationships, both new and existing, to optimize retention and use initiative in identifying incremental revenue opportunities that can be secured for wider business
- To contact all clients before and after match days with relevant information and after sales care and to develop future commercial opportunities
- Client visits to be made every match day

Team

- Support the Senior Sales Executive to help achieve sales and budgetary targets
- Co-ordinate with other sales individuals, including reactive C&E sales, proactive C&E business development and other commercial individuals, to ensure clear and concise communication and positive commercial progress

Data and CRM

- To ensure that all client details are accurately recorded in the Club's CRM system
- Adhere to new data legislation

Reporting and Information

- To produce a weekly sales activity plan outlining all sales activities undertaken and ROI/Business achieved
- Work alongside the Marketing team in the JFK delivery of hospitality ticket fulfillment.
- Fulfilment of tickets and benefits for Club Lancashire Members and Affiliated Clubs and Schools.
- To assist with the reporting of the weekly figures in the correct format as requested by the Corporate Sales and Business Development Manager.

3. KNOWLEDGE/EXPERIENCE/SKILLS NEEDED

(the expertise needed to perform the job to the required standard)

- Relevant degree/qualification , or equivalent professional experience
- A minimum of at least one year of experience of working in a high performing sales team
- Proven experience of exceeding new sales targets in a pro-active B2B and/or B2C role
- Evidence of successful cold-call telemarketing and face to face sales experience
- Ideally, evidence of successful cold-call telemarketing and face to face sales experience, but attitude and ability to successfully deliver such activity is more important
- Strong negotiation skills
- A practical approach to problem solving and an ability to multi-task in a highly pressured environment
- Sound personal qualities such as communication skills, the ability to work in a team environment, self-motivation, enthusiasm and ability to work under own initiative and to lead and motivate others

4. ASSIGNMENT AND PLANNING OF WORK

Data and other projects will be assigned by the Corporate Sales and Business Development Manager. Work will also be created through individual research and pro-active sales.

AGREED AND SIGNED BY:

JOBHOLDER:

MANAGER:

DATE:

DATE TO BE REVIEWED: