

## Job Description

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**Job Title: Conference and Events Sales Agent**

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**Name of Jobholder:**

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**Reports to (title): Conference and Events Sales Manager**

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**Department: Commercial – Conference and Events**

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**Date: October 2021**

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### **Main Purpose of the Job**

To be responsible for meeting a monthly and annual sales target by responding to all in-coming enquiries to the Conference and Events department, writing proposals, meeting clients and converting bookings ensuring the highest level of customer service at all times. Some admin and pro-active sales activity will need to be conducted.

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### **Specific Tasks and Responsibilities**

#### In-coming enquiries

- To respond quickly and efficiently to all in-coming sales enquiries, by telephone and email
- To follow up all enquiries, preparing proposals where necessary and facilitating show-rounds with potential clients to show them our facilities, successfully converting all in-bound enquiries
- Contracting bookings and raising invoices for deposits
- Chase up all event deposits and process credit checks for companies to agree final payment procedure
- Promotion of our facilities to new and existing clients through a pro-active approach
- To manage Internal meeting requests as and when required
- Assisting in implementing the sales strategy as set by the Head of Venue Sales and the Conference and Events Sales Manager including strategies for encouraging repeat business and up-selling

### **Pro-active**

- To support the Co-ordination team by regularly following-up clients post-event to ensure requirements were met and commence future sales and revenue opportunities
- To manage regular client accounts to develop repeat and new business
- Generate new leads for the Business Development team/Hospitality team/Commercial team - based on lapsed enquiries/cancelled/turn down business or other potential leads from client base
- To achieve agreed revenue and targets for new business in specific sectors as part of the C&E sales plan through out-bound sales as and when agreed by the Head of Venue Sales
- To support the Business Development team with entertaining and attendance at networking events, exhibitions, open days and FAM Trips as and when required

### **Customer Service**

- Deliver outstanding customer service from the first point of contact through to the successful completion of the order and event
- To meet and greet clients on the day of their event

### **Administration**

- Ensure an efficient tracking system of all event paper-work
- Up-keep of a client and agents database – updating where necessary to allow effective promotions
- Co-ordinate and complete all contractual activity with clients to ensure effective order completion and invoicing
- Ensure accurate and regular entry and administration of databases and booking systems
- Promote and update the marketing promotional event support tracker with upcoming events and advise the marketing team of any key upcoming events

### **Reporting**

- To record the progress of all enquiries and translate into a monthly report, including source of business trends, enquiry conversion rates, future predicted sales and other reports as directed by the Conference and Events Sales Manager
- Identify market trends and competitor practices and ensure insight is shared with the wider team as part of the on-going business development process

### **Other**

- Attendance at the weekly Team Meeting and Sales Meeting
- To handle any complaints promptly and professionally, demonstrating genuine care and concern
- To support the wider C & E Team as and when required subject to workload
- To support the wider team at EOT by providing operational support at concerts, cricket and other events
- Take responsibility for own lieu time – ensure this is signed off with your line manager on a weekly basis and taken within the agreed timescales

### **Knowledge / Experience / Skills Needed**

Working in the Conference & Events team, candidates must have at least two years' experience of dealing with sales in the Event Industry. You must be able to demonstrate that you are pro-active, sales focused with exceptional standards of customer care.

- Passion for Sales
- Strong Negotiation skills
- Good Communicator - i.e. verbal and written
- Re-active and Pro-active with confidence to call prospective clients, agents and other venues
- Excellent administration skills, strong attention to detail and the ability to prioritize workload to be able to meet strict deadlines
- Ability to deliver high standards of customer service
- Flexible in approach
- Ability to work under pressure
- IT Literate with strong working knowledge of Microsoft packages, particularly in word and Excel. A working knowledge of Delphi would be very useful.

Flexibility in hours and days of work all year but particularly during the cricket/concert season

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### **Assignment and planning of work**

Most of the work is generated from in-bound telephone / e-mail enquiries and bookings. Other work is assigned from the Conference and Events Sales Manager and Head of Venue Sales

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Lancashire  
Cricket

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Agreed and signed by

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Jobholder

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Manager

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Date

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Date to be reviewed

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