

**JOB DESCRIPTION**

**Post:** Senior Sales Executive

**Department:** Commercial Services

**Location** Based in central London

**Reporting to:** Sales Manager

**Hours:** Full time plus flexible hours to cover early/late client visits, events and exhibitions or industry shows

**Key Outcomes**

* To professionally sell the service and facilities at the RSM’s venue 1 Wimpole Street through proactive and reactive selling
* To work with existing clients, agents and new leads to develop further business opportunities via account penetration
* To work with the Sales Manager to develop and implement the sales and marketing action plans
* To work effectively with the Marketing Executive to promote the venue, identifying gaps and opportunities for sales growth.

**Key Objectives**

* Maximise business development opportunities by forming important business connections through strong networking and client and agent relationship management
* Identify and explore new emerging markets with the Sales Manager and target clients to fill gaps in the booking diary
* Cultivate solid relationships with major customers to ensure a continuous flow of all sales revenue
* Strategic account management with existing clients, agents, new leads, members and prospective partnerships to maximise income opportunities in line with budgets set for the department’s venue
* Support the Sales Manager in the monthly sales and marketing meetings to generate new ideas for product development and potential income streams
* Attend promotional events and exhibitions to gain new client and agent contacts; with a measured follow-up and chase system in place
* Develop sales and marketing plans with a view to increase reach, bookings and profitability.
* Work in the venue booking software, Rendezvous (RDZ) to accurately enter new and repeat business enquiries for meetings and events at 1 Wimpole Street
* Respond to enquiries received with a quotation or status update within agreed timeframes and create an appropriate follow-up activity in RDZ, ensuring a high level of conversion
* Guide the team to provide positive outcomes from event planning, providing an up-sell philosophy at all stages including low cost add-ons, added value items and creating bespoke quotations where necessary
* Attend the weekly ‘sheet meeting’ to discuss and problem solve your individual events for the following week
* Provide regular KPI reports to the Sales Manager and Deputy General Manager to monitor department performance against strategy.
* Work effectively with the Marketing Executive to promote the venue, identifying gaps and opportunities for sales growth through online and offline marketing.
* Deputise for the Sales Manager in their absence
* Support in recruitment and onboarding new starters on product/venue knowledge, sales strategy and RDZ
* Support all members of the Events team at 1 Wimpole Street and undertake any reasonable requests as and when necessary at the request of your line manager or departmental head.

**Key relationships**

Internal: General Manager, Deputy General Manager, Sales Manager, Sales Team, Service providers: Operations, Audio Visual, Chef’s Brigade, Club Operations and Accommodation, RSM Charity departments

External: Members, commercial clients and agents - users of the Society’s conference and events venue (1 Wimpole Street) and Club and accommodation facilities. Suppliers for events services

**Person Specification**

* Demonstrable experience in a proactive commercial venue sales environment
* Proven track record in proactive sales and event planning within a medium sized venue
* Demonstrable success in reactive sales and negotiation
* Professional client relationship building and management
* Exceptional organisation skills with attention to every detail
* Experience of drafting quotations to match a client’s budget and monitoring and keeping expenditure to within budget
* Self-motivated and able to work on your own and well under pressure
* Good venue product knowledge – room layout possibilities, food, wines, technology, etc.

The following competencies are essential: Planning and organising, Commercially focussed, Negotiation skills, Customer Service, Energy, Teamwork, Efficiency and Flexibility/adaptability

The list of duties above is not to be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your position and you may be required to undertake such duties as may be reasonably required of you.

The post holder must always when conducting responsibilities and interacting with others:

* Uphold the RSM values. Specifically treating others with RESPECT, INVESTING in people to help them develop and grow, striving to continuously IMPROVE what we do by setting ourselves and others stretching objectives and measuring outcomes, LISTENING to colleagues, customers and COLLABORATING to achieve more new ideas, DELIVERING our intentions.
* Adhere to the Society’s Health and Safety regulations and ensure the safety of oneself and others engaged in the RSM premises and work by reporting hazards to a senior manager for address or taking actions (where possible) to remove safety hazards.
* Adhere to the Society’s GDPR regulations and only use data as required to undertake their role and handle it in an appropriate and confidential manner.
* Fully subscribe to the spirit of and adhere to the Society’s people policies the RSM’s Code of Conduct.
* Be well presented with formal business attire during client meetings, and when representing the venue offsite.

**Date created: May 2024**