

**\*\* NEW JOB\*\*** An events company is seeking a Sales Executive. Paying £22,000 plus OTE and based near Waterloo. If you are interested, please email your CV to [alice.short@questprofessional.co.uk](mailto:alice.short@questprofessional.co.uk)

Job: Sales Executive

Location: Waterloo

Salary: £22,000 plus OTE

### **Overview**

To be responsible for client account development through enquiry handling and proactive sales, working on new business opportunities when required.

### **Key responsibilities**

#### **Sales**

- To deal professionally on a daily basis with incoming enquires on a daily basis by phone, email or fax.
- To ensure all enquiries and quotes are promptly followed up
- To send out routine letters and brochure requests
- To ensure cross-selling of other venues and services takes place at every opportunity
- To ensure all provisional business is chased
- To sell to the capacities of the meeting rooms to maximise yield and revenue
- To prepare quotes for clients
- To prepare and send contracts to clients
- To meet clients and carry out show rounds of the venue
- To maintain relationships with existing clients by calling on a regular basis
- To have an understanding of the venue sales targets and to work towards sales strategies
- To support the Business development team with company research and pro-active sales activities such as mailers and prospecting
- To ensure all enquiries are entered onto EBMS and dealt with correctly as per company guidelines

#### **Business Development**

- Research potential business target clients to identify buying influences, need for our services, use of competitors services' and plan the sales approach and proactively target new business opportunities
- Explore existing clients to ensure the company has identified all opportunities for revenue generation from each account/client by building and maintaining positive relationships.
- Follow up sales leads, undertaking meetings on/off site, presentations and competitor venue viewings
- Assisting in the preparation and presentation of proposals and quotations for new business
- To develop an excellent knowledge of the local market and implement a local prospecting plan to develop new business

- To maintain good relationships with the key venue finding agencies to increase the conversion level and revenue from this source

**Financial**

- To assist with the preparation of statistical data, information and other management reporting relating to sales
- To adhere to the company's credit control guidelines
- To be aware of the company's purchasing policies and guidelines

**Other responsibilities**

- To develop good working relationships with all other members of the venue and central departments
- To ensure adherence to all statutory health and safety and fire regulations
- To undertake reasonable requests for adhoc duties as requested by the Sales Manager or General Manager