

Sales Executive

MAIN PURPOSE OF THE JOB

The sales executive is responsible for managing new business prospects from enquiry stage through to sale.

Working to deliver expected KPI's that include:

- Producing accurate and timely reports (as per report list)
- A harmonious team spirit (staff feedback)
- Great sales experience (conversions)
- Consistent high standard of communications (in line with agreed SOP's)
- Strong new wedding sales (monthly target)
- Service level standards, compliance and conversion.
- To be an ambassador of the brand.

KEY RESPONSIBILITIES

- Administer new business enquiries in line with sales/conversion procedure.
- Tele-communications. Effectively field wedding & event enquiries & qualify leads.
- Drive new business meetings. Manage appointment process.
- Host first viewings.
- Identify prospect requirements, compile wedding package, present and convert.
- Administer and issue wedding quotations with POS detail & t&c's.
- Supervise office admin procedure, file sales and leads.
- Commercial support internal/external special events. Showcases. Spring Fayre. Wedding Fayres.

- Engage with industry news and trends. Commercial competitor awareness and research.
- Follow and recommend efficiencies to sales process and innovations.
- Cancellations and retention, support sales director in effective handling

Main Duties

Customer service:

- To deliver the companies stated mission “ To make the whole Journey an experience from the first hello to the last goodbye. Create a day that will be cherished for the rest of their lives” with exceptional service and venue standards for the bridal party, their guests plus new prospective clients.

Leads management

- To convert the enquiry into a viewing, respond within agreed SLA time, schedule appointment, schedule qualifying call
- Phone consultation, effectively identifying prospect requirements and expectations
- Schedule private tour, follow process to ensure appointment fulfilled

Commercial understanding.

- To have a sound understanding of all marketing strategy, brand values, financial targets, forecasts, budgets and sales targets in order to strive to deliver or exceed them through control, efficiency and improvement.

Conversion

- Transform the prospect into a client through effective use of process and the sales journey

System and process:

- To ensure full compliance of all sales reports, operating controls, SOP's, policies, procedures and service standards.

People:

- To understand the function of the organisational chart and line management system.



- Meet daily/weekly with key team members to communicate, review and improve sales.
- Create harmony and build a team spirit. Work with management and team members to create a productive, innovative, and respectful working environment.
- Inspire and motivate colleagues to be the best they can.
- Lead by example.

Customer service:

- Deliver beyond expectation.
- Provide an outstanding level of customer service by liaising and building rapport with prospects
- Developing and maintaining the image, perception, and integrity of the Collection brand
- Build excellent working relationships with key internal and external partners.

Systems & process:

- Complying with all Company policies such as sickness, holiday and attendance.
- Understanding, analysing and producing new business reports including conversion and cancellations.

Person Specification

Factor	Essential	Desirable
Relevant experience	<ul style="list-style-type: none"> Competent verbal and written communication skills, Excel knowledge, Outlook skills and confident telephone manner essential. Willingness to learn new sales skills, research industry trends and develop with new processes and procedures. 	<ul style="list-style-type: none"> Minimum 1 years' experience in a sales role.
Aptitude, Skills and Abilities	<ul style="list-style-type: none"> Leadership Organisation Pride & passion Conflict resolution Astute To be a role model Competent communication skills Outgoing confident personality. 	