



SOMERSET

COUNTY CRICKET CLUB

Name:
Job Title: Commercial Sales Executive
Department: Commercial
Accountable to: Head of Commercial Sales
Responsible for: Commercial Sales

Principle Responsibilities & Tasks

General:

- To be responsible for the proactive and reactive sales for Conference and Events, Hospitality and Club Events
- Continuously adding business leads into the sales funnel through cold calls, referrals and business publications.
- Assist with the implementation of the clubs advertising campaigns

C&E:

- Respond to Conference and Events enquiries in a timely manner.
- Manage the handover of all C&E bookings to the Events Coordinator after confirmation of booking.
- Proactively contact a set target of new business within the working month.
- Record outcomes in Microsoft Dynamics CRM and report on a monthly basis.
- Be proactive in client retention through follow up calls and feedback surveys.
- Hit and exceed the monthly C&E targets.
- Identify problem months with the C&E and Sales Team and help come up with resolutions

Hospitality:

- Respond to Hospitality enquiries in a timely manner.
- Manage the handover of all Hospitality to the Events Coordinator after confirmation of booking.
- Hit and exceed the Hospitality targets for each match.
- Proactively sell match day sponsorship opportunities whilst working in line with the Corporate Relations Manager.
- Actively source and retain existing and lapsed hospitality clients.
- Record all touchpoints in Microsoft Dynamics CRM and report on a monthly basis.

Club Events:

- Actively manage and sell Club events
- Produce accurate profit and loss records for all Club events to ensure they are profitable.

- Achieve the agreed number of sales per event.
- Support the Head of Commercial Sales in the management and sales of the Clubs Corporate Events Programme

General:

- Assist with Membership & Ticketing as required during peak periods
- Assist with Incoming telephone calls during peak periods
- Other duties as directed by the Chief Executive or Head of Commercial

Personal

- Highly driven sales professional who aims to exceed sales targets
 - High attention to detail
 - Highly presentable at all times, including your office area.
 - Maintain knowledge and expertise at all times, ensuring your skills stay up to date with the latest developments and trends.
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Staff & Head of Department Sign Off

Staff Signature:

Print Name:

Head of Department Signature:

Print Name:

Date Modified



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Staff & CEO Sign Off**Staff Signature:****Print Name:****CEO Signature:****Print Name:****Date Modified**