



Job Description

Job Title:	Commercial Sales Executive
Reports to:	Commercial Director
Employee Responsibilities:	N/A
Main Purpose of Job:	
<p>The Commercial Sales Executive's core objective is to deliver revenue by selling advertising solutions to both SMEs and blue-chip companies across the UK and by driving hospitality, Membership and event revenue sales. This will require the ability to continuously seek and identify new sales leads and the confidence to turn cold leads or prospects into new clients for varied products and services.</p> <p>We are looking for a salesperson who is target driven. You will be a team player who loves to win. You will be naturally curious, and a self-starter always looking for new commercial opportunities. You will enjoy picking up the phone, pitching, negotiating and closing business.</p> <p>This role requires good listening and communication skills to manage your own business as well as work within a team.</p>	
Main Responsibilities:	
<ul style="list-style-type: none">• Manage clients, from pipeline through to delivery.• You will manage all your own personal KPI's. You will be able to demonstrate a good knowledge of lead and pipeline management and the impact it will have to forecast sales. You will forecast with accuracy to the Commercial Director.• You will be able to communicate and report on sales achievements with your team showing good understanding on the business pace.• Deliver sales results through meeting targets set, KPI's, retaining agreed yield and up selling.• Identify new business opportunities through all possible routes to market.• You will attend networking and other events as agreed and monitor your own success at these events.• You will have an excellent understanding of the business CRM system ensuring you use it for all customer contact as per the business best practise. You will ensure it is always accurate and up to date.• Attend weekly sales meetings and be aware of the meeting objectives, participating and ensuring actions are acted on and reviewed.• Understand client requirements, based on personal conversations, and team feedback.• To collaborate with other people across the business to develop best practices for the business and encourage the sharing of ideas.• Identify revenue growth opportunities within your client portfolio.• To maintain a constant focus on short and long term revenues.• To meet and where possible exceed monthly, quarterly and annual revenue targets.	



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- To fully articulate the SCCC/Cooper Associates County Ground proposition and its relevance to advertisers/ clients.
- To demonstrate a broad knowledge of advertising/sponsorship within a sporting context and to sell its benefits to clients/advertisers.
- To ensure that all competitor leads are chased and followed up at all times .
- To fully understand our Membership, hospitality and event packages and to articulate their benefits.
- To effectively negotiate the best price possible for every piece of business and to work within the rate card pricing.
- To present on a 1:1 basis or small group and be confident in presenting to larger audiences.
- To demonstrate an in-depth understanding of SCCC and its place in the market
- To enhance the reputation of SCCC through personal impact and relevant presentations.
- To identify upcoming opportunities for clients.
- Produce and maintain a portfolio of case studies and testimonials that support the SCCC proposition.

Knowledge, skills and experience required:

Essential

- 18 months – 2 years media sales experience
- Demonstrable experience and success in sales.
- Driven to improve sales and activity performance beyond targets.
- Outstanding organisation and time management skills.
- Excellent written and verbal communication skills.
- A self-starter, with a tenacious attitude and passion for success, who is highly resourceful and self-sufficient.
- Effective communicator, with strong interpersonal, listening, negotiation and objection handling skills.
- Excellent networking ability, ensuring effective relationship management.
- Experienced in executing high quality proposal documents and emails.

Desirable

- BA or BS Degree qualification

The Ideal Candidate

- Passionate and ambitious to grow, develop and learn within their career.
- Committed, engaged, motivated and adaptable.
- Comfortable with a pro-active, new business approach.



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- Resilient with the ability to remain positive following potential setbacks.

Competencies:

Drive for Results

Can be relied upon to exceed goals successfully; is constantly and consistently one of the top performers; very bottom-line orientated; pushes self and others for results.

Negotiating

Can negotiate skilfully in tough situations with both internal and external groups; can settle differences with minimum noise; can win concessions without damaging relationships; can be both direct and forceful as well as diplomatic; gains trust quickly of other parties to the negotiations; has a good sense of timing.

Customer Focus

Is committed to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in sales through products and services; acts with customers in mind; establishes and maintains effective relationships with customers to gain their trust and respect.

Action orientated

Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

Interpersonal Awareness

Relates well to all kinds of and levels of people, inside and outside the company; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; is seen as a team player and is co-operative; easily gains trust and support of peers; encourages collaboration.

Initiative

Does more than is required or expected in the job; does things that no one has requested that will improve or enhance service, avoid problems, or develop entrepreneurial opportunities. Plans ahead for upcoming problems or opportunities and takes appropriate action.



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Time Management

Uses his/her time effectively and efficiently; values time; concentrates his/her efforts on the more important priorities; gets more done in less time than others; can multitask under pressure; sets objectives and goals; measures performance against goals; evaluates results.

Composure

Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.

Integrity and Trust

Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; does not misrepresent him/herself for personal gain.

Key Contacts:

Internal: Commercial Director, Director of Cricket, Head Coach, Head of C&E

External: Members, Business owners, Advertising agencies

Prepared by:

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