

TITLE OF POSITION

Senior Sales Manager

REPORTS TO

Head of Travel & Hospitality

PURPOSE

The key objective of the Senior Sales Manager is to grow sales for the business while simultaneously increasing customer retention and loyalty.

The Senior Sales Manager builds and manages all aspects of a customer account and sales processes. The role works closely with colleagues responsible for customer experience, finance, marketing, operations, and other sales team members for the purpose of ensuring the delivery of first-class hospitality and travel experiences.

KEY RELATIONSHIPS
Internal:

- STH Japan Travel & Hospitality Team
- All staff

External:

- STH Japan stakeholders
- External suppliers and consultants
- Potential clients

AREAS OF RESPONSIBILITY

Works under the supervision of the Head of Travel & Hospitality to:

- Devise package content and package pricing
- Devise the sales timeline including on-sale date and any pre activity launch
- Oversee the sales team induction and implementation
- Prospect new businesses (Larger Corporations) to generate sales
- Execute plans and strategy devised and implemented by the Head of Travel & Hospitality
- Enhance the STH Japan brand and reputation by developing strong relationships with potential clients
- Mentor Sales Team members and cultivate positive team dynamics through weekly 1 to 1 meeting
- Improve and contribute to the entire STH Japan team and culture
- Achieve total sales target agreed with Senior Management
- Understand the company (STH Japan), its suppliers, stakeholders and related companies
- Understand the product completely and being able to position it accurately and

- positively in the marketplace
- Understand and practise the consultative sales process
 - Continually test and review personal sales activity and methods
 - Build awareness of STH Japan's products among potential clients
 - Manage various sales initiatives and relationships to generate sales interest in STH Japan's products
 - Develop an intricate knowledge of the domestic sports travel and hospitality market
 - Position the STH Japan offering positively in the marketplace
 - Prospect corporates and HNWI's to secure sales
 - Conduct face to face meetings, phone calls and other means to prospect and secure new clients
 - Proactively research and identify new clients and potential introducers
 - Continually test and review sales activity and methods
 - Ensure accurate and relevant notes are input to CRM for reporting purposes and analysis
 - Review project performance through analysing sales data daily and weekly
 - Attend all internal sales meetings and contribute feedback from market insights
 - Enhance the STH Japan brand and reputation by developing strong external relationships

DESIRED SKILLS AND EXPERIENCE

Languages:

- Fluent Japanese and Business Level English
- Other languages a benefit

Additional attributes:

- 5 years+ sales experience in a fast paced and pressurised sales environment
- Excellent administrative skills and previous experience with CRM systems
- Sales training experience
- Writing skills - well constructed consultative emails
- Experience in face-to-face meetings and consultations
- Clear and purposeful telephone manner
- Undertaken sales training focused on communication/networking and influencing skills
- Leadership and the ability to inspire colleagues
- Commitment to preparation and planning through statistical analysis
- Strategic and inquisitive approach to sport business
- Manage time and prioritise tasks
- Proactive self-motivator
- Resilient and positive mind-set

An keen interest in sports is preferred.