

## **Corporate Sales Account Manager** **Job Description**

**Reporting to:** Head of Commercial

### **Description:**

As a key member of the sales and marketing team you will be responsible for the sale of sponsorship and hospitality packages to the general business community. The role is office based with occasional offsite meetings. You will carry a significant but achievable sales target which will be achieved by selling to existing sponsors in the form of contract renewals, cross sell and upsell as well as attracting new business.

### **General Responsibilities:**

As a Sales Account Manager you will work throughout the year to promote the products and services of Exeter Rugby Club to existing and new clients to enhance the business to business sales. You must demonstrate excellent communication skills both written and verbal, In addition you will have a willingness to learn, good ability to close a deal, and be tenacious in your pursuit of success.

To build the client base of **Exeter Rugby Club Ltd**, its services and associated products, you will be responsible for opening new business, driving sales activities in assigned accounts, ensuring quality and consistency of service/delivery and increasing company revenue and profits.

### **Main Responsibilities:**

- Build and maintain strong long-lasting client relationships, negotiate contracts and close sales to maximise profits.
- Develop trusted relationships with key accounts and executive sponsors.
- Present and sell products and services to current and potential clients in line with set targets.
- Pro-actively seek out new business opportunities in the region and work towards achieving agreed new business goals.
- Develop new business initiatives with existing clients identifying areas of improvement and upselling opportunities
- Keep accurate and detailed records of all sales activity
  
- Follow up on new leads and referrals resultant from business development and or marketing activity.
- Understand how to make products appeal to customers based on current trends and customer feedback.
- Actively assist in the formulation of new opportunities and develop new sales strategies.
- Prepare all paperwork to activate and maintain agreements and payments.
- Report sales and activity at weekly sales meetings
- Liaise with cross-functional internal teams (marketing, media, management, etc.) to improve the entire customer experience
- Prepare presentations, proposals, quotes and sales contracts.

- Develop and maintain sales material, CRM database, corporate brochure and online sponsorship material
- Delivery of matchday corporate hospitality along with the Match-Day Dining administrator including processing bookings and payments
- Attend networking events and be aware of market intelligence and competitor activity
- Assist with challenging client requests, keeping our clients satisfied and engaged with our products and services.
- Undertake additional training as is necessary for the role and actively and positively contribute to the team and follow up agreed actions.
- Undertake presentation duties at home Rugby Games and Rugby progression Games that may take place at another venue, as well as selected Exeter Rugby Club and Sandy Park events.

To undertake such other duties as may be required within the general scope of the job.

### **Skills and Experience**

- Minimum of 3 years B2B sales experience
- Proven track record in achieving and exceeding sales targets
- Excellent communication and presentation skills with personable and professional presence and ability to influence at all levels
- Demonstrate a high level of skills and experience in New Business Development and Account Management
- Excellent written and verbal communication skills
- Strong organizational and prioritisation skills.
- Skilled at building strong relationships with colleagues and external contacts.
- Able to perform under pressure whilst maintaining excellent attention to detail and high level of accuracy
- A positive, can-do outlook.

This position will require some weekend working for home match days with agreed time off in lieu