

JOB DESCRIPTION

TEAM SALES MANAGER

Bournemouth 7s Festival are looking for a full time, motivated, creative and highly organised individual to join our team.

LOCATION: All applicants must be based within the BCP area

START DATE: ASAP

SALARY: From 25k DOE

SALES RESPONSIBILITIES:

- Oversee and manage relationships with over participating 400 sports teams.
- Act as the primary point of contact for all team-related inquiries, ensuring prompt and effective communication via phone, email & WhatsApp.
- Identify & nurture new leads.
- Convert leads into customers through personalized communication and targeted sales strategies.
- Build and maintain a robust pipeline of interested teams.
- Actively seek out new leads by researching and identifying potential customers.
- Develop and implement strategies to convert leads into customers.
- Research, build and expand databases of potential sports teams, whilst keeping updated and refined to ensure accuracy and relevance.
- Liaise with universities to establish and build relationships with sports & social societies.
- Develop strategies to engage sports teams and ensure their ongoing involvement in the event.
- Up sell additional team upgrades and services to teams that have already booked.
- Customise offers to match the needs of each team, maximising revenue and customer experiences.

CRM RESPONSIBILITIES:

- Regularly update and track leads in the CRM, ensuring accurate forecasting ahead of deadlines.
- Manage and update customer profiles within our CRM system.
- Track customer interactions, sales progress, and follow-up activities to optimise the sales process.
- Implement automated work flows within the CRM to streamline sales processes, improve efficiency that and nurture leads, follow-ups, and customer communication.

CAPABILITY, KNOWLEDGE AND EXPERIENCE

- Proven experience in account management, sales, or within the sports or events industry
- Strong organisational skills with the ability to manage a large volume of accounts and leads.
- Excellent communication skills, both written and verbal.
- Proficiency in CRM systems and sales automation tools.
- Ability to build and maintain relationships with clients and stakeholders.
- Self-motivated with a strong drive to achieve sales targets.
- Familiarity and understanding of the sporting team culture amongst our sports.

BENEFITS

- Flexible working hours
- Nest pension
- 29 days holiday package
- Office closed between Christmas and New Year
- Staff social and other festival perks
- Occasional WFH days
- Working in one of the world's most exciting industries

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LOCATION: All applicants must be based within the BCP area

START DATE: ASAP

SALARY: XXXXX

RESPONSIBILITIES:

- **Champion 400+ team relationships:** Be the go-to for all team interactions via phone, email, and WhatsApp.
- **Spot new leads:** Discover, connect and nurture new customers.
- **Convert leads into teams:** Use your sales skills to turn leads into loyal customers.
- **Develop a winning pipeline:** Build and maintain a robust pipeline of interested teams.
- **Stay ahead of the game:** Update & track leads in our CRM with fresh leads and insights.
- **Scout new teams:** Pro-actively seek out and connect with potential customers.
- **Strategies for success:** Create and execute plans that turn leads into customers.
- **Grow our team database:** Keep our database accurate and full of potential teams.
- **Team up with universities:** Build strong ties with university sports and social societies.
- **Engage and excite:** Keep teams involved and coming back for more.
- **Up sell to booked teams:** Offer upgrades and services to enhance their experience.
- **Customise offers:** Tailor deals to each team, boosting Satisfaction and revenue.
- **Master our CRM:** Track customer interactions, sales progress, and follow-ups.
- **Streamline processes:** Automate work flows in the CRM for efficiency and effectiveness.