



EVENT SALES MANAGER

REPORTING TO: Head of Events

DEPARTMENT: Events

VENUE: Head Office

ROLE OVERVIEW:

- Ensure the effective management and planning of all proactive and reactive event sales and enquires across two high profile London venues
- To sell and upsell events throughout the venue including daytime conferences and meetings; working with targets to maximise business and manipulate minimum spend parameters
- Initiating new revenue opportunities from existing clients and developing business leads and gaining exposure from new and potential clients across London

CORE NON-NEGOTIABLE SKILLS & EXPERIENCE:

- A sales driven individual with an outgoing, bubbly and positive personality
- Experience in building authentic, productive relationships with senior level decision makers
- Good management and negotiation skills
- A proven ability to think and act with speed and efficiency in a fast paced environment
- Exceptional organisational and administration skills with superior attention to detail
- Sound financial acumen
- A solid, structured background in multi-faceted, departmental events venues
- Experience with event CRM systems

PRINCIPLE RESPONSIBILITIES:

- To ensure a very high level of customer satisfaction is maintained and exceeded
- Daily management of enquiries providing eloquent, professional proposals which meet customer requirements and arrive within the agreed timeframe
- Ensure all event details are recorded, reported and displayed in a clear, concise manner and delivered to exceed guest expectations
- Maintain relationship with venue event coordinators and operational management throughout the event planning process with active and effective communication, ensuring a full understanding of client requirements across all departments
- To ensure all issues affecting a guests visit or client event are raised through the appropriate channels to ensure that customer care standards are maintained and exceeded
- Work closely with Executive Business Manager and Marketing Team to develop sales strategies, business development initiatives & client relationship solutions across the team
- Initiate new revenue opportunities from existing clients and develop business from new and potential clients
- Review and exercise action plans to maximise business opportunities across all sites



- Arrange and conduct field trips to meet existing and new clients and familiarisation trips to expose the venue to event managers and meetings bookers
- Utilise CRM to manage, record and evaluate customer interactions, driving sales growth by deepening and enriching relationships with a growing client base
- Practice thorough follow up techniques to assess and maximise further business potential