
JOB DESCRIPTION

Job Title: Group Sales Executive

Year Commencing: 2024

Job Location: Daytona Head Office, Sandown Park, Esher

Reporting To: Group Head of Sales

Place in Organisation: Sales Team

Contract Type: Permanent – Monday to Friday with occasional weekend work & travel to other venues with overnight stay.

MAIN PURPOSE OF JOB

To sell the complete range of Daytona products to a broad range of customers, with the aim of exceeding budgeted targets, whilst maintaining expected Company standards and Guest experience.

General Responsibilities:

- To respond effectively to all inbound Sales Enquiries, (via telephone and email) by qualifying the needs of the customer and so identifying opportunities to up-sell and on-sell.
- To convert those Enquiries into profitable sales, with the aim of exceeding budgeted targets across the range of Daytona products.
- To capture and accurately input customer data to the company database thus enabling future contact and marketing opportunities.
- To periodically identify new Sales Opportunities through research and present to the Sales Director with the aim of creating new revenue sources.
- To monitor, assess and review product success and contribute proposals of any modifications to maintain profitability.
- To fulfil these duties professionally and consistently in a thorough, efficient, and timely manner whilst adhering to all Company procedures.
- To deliver the highest levels of customer service and satisfaction at all times and to promote and maintain the professional image of the Company.
- To be organised with excellent time management skills.
- To have a degree of flexibility within the specified working hours, Monday to Friday, with occasional weekend work.

Limits of Authority: In accordance with Company Policy.

PERSONAL PROFILE:

- **Personality:** Self-driven, results-oriented with a positive outlook, and a clear focus on quality and profit. A motivated, disciplined, and articulate person who is also reliable and determined. An empathic communicator, who can see things from the customer's point of view. Professional, confident, and friendly mannerism is essential. Keen for new experience, responsibility, and accountability. Able to quickly build rapport with others and be a team-player.
- **IT Skills:** Must be adept with the use of MS Office, particularly Outlook, Word, and Excel, and be able to quickly gain an understanding of the Company's IT system.
- **Business and Selling Skills:** Must be an excellent telephone communicator who is comfortable in dealing with company executives and private individuals alike. Ideal background would be in event or hospitality sales; experience or an interest in motorsport would be particularly helpful.
- **Numeracy and Literacy:** Good standard of numeracy with an understanding of basic business calculations e.g. gross margin percentages and VAT etc. Must be a very competent writer, with excellent spelling and grammar.