

DAYTONA >>

THE DIFFERENCE IS DISTINCT

Sales Executive

Location: Daytona Head Office, Esher, Surrey

Department: Sales

Reporting to: Group Head of Sales

Hours: Full-time (flexible, including evenings and weekends)

Salary: £25,000+ Uncapped Commission (OTE: £40,000)

Join Daytona, the UK's leading kart operator, as a Sales Executive based in Esher, Surrey. You'll take ownership of a sales pipeline, convert enquiries into bookings, drive business development, build client relationships, and help grow revenue through corporate events, group bookings and championship racing experiences. With uncapped commission, a market-leading product and genuine progression opportunities, this is a role for ambitious sales professionals who want to be rewarded for results.

Why Join Us

- Join an ambitious business with exciting growth plans
- Competitive salary with uncapped commission and performance-based rewards
- Work from Daytona's Head Office, supporting sales across multiple venues
- Build relationships with corporate clients, groups, schools, and clubs
- Take ownership of your pipeline and directly influence your success
- Sell exciting, market-leading experiences in a fast-paced environment
- Work closely with Marketing, Operations, and Events teams
- Clear opportunities for progression and career development

About Daytona

Daytona is the UK's leading karting operator, delivering one of the most authentic motorsport experiences available in arrive-and-drive karting. From championship-winning DMAX race karts and iconic endurance events to corporate experiences and junior driver development, Daytona provides unrivalled racing opportunities for drivers of all levels.

Operating some of the country's most recognised outdoor circuits, Daytona combines high-performance equipment, professional race management, and a genuine passion for motorsport to create experiences that keep customers coming back year after year.

The Role

As a Sales Executive, you will be responsible for converting enquiries into bookings, generating new business opportunities, and building long-term relationships with customers. Based at Daytona's Head Office in Esher, you'll support venues across the Daytona group, helping drive revenue growth through proactive sales activity and exceptional customer service.

Working with corporate clients, schools, clubs, and individual racers, you'll manage opportunities from first enquiry through to booking confirmation. You'll take ownership of your pipeline, maximise revenue opportunities, and help ensure every customer receives an outstanding experience.

Key Responsibilities

Sales Conversion & Revenue Growth

- Handle inbound and outbound enquiries via phone, email, and in person
- Convert enquiries into confirmed bookings and maximise sales opportunities
- Upsell additional products, experiences, and packages where appropriate
- Consistently meet or exceed individual and team sales targets

Client Relationships & Business Development

- Build and maintain strong relationships with corporate clients, schools, clubs, and individual racers
- Identify and pursue new business opportunities through outbound outreach and networking
- Develop repeat business and long-term customer loyalty
- Deliver venue tours and walk-arounds for prospective clients where required

Event Booking & Coordination

- Work closely with Operations and Events teams to ensure smooth delivery of bookings
- Manage customer expectations from initial enquiry through to event completion
- Ensure all booking details are accurately communicated and recorded

CRM, Reporting & Team Collaboration

- Maintain accurate records of all enquiries, bookings, and client interactions within the CRM system
- Provide regular updates on pipeline, sales activity, and forecasts

- Work closely with Marketing, Operations, and Customer Service teams to support business objectives

Event & Venue Support

- Support on-site sales opportunities at major events, championships, and corporate functions
- Assist with customer registration and engagement when required

What We're Looking For

- Proven experience in a sales role, ideally within events, leisure, hospitality, or a target-driven environment
- Confident and persuasive communicator with strong interpersonal skills
- Results-driven with a desire to exceed targets and maximise uncapped commission
- Strong organisational and time management skills
- Comfortable working in a fast-paced, customer-facing environment
- Commercially minded with excellent relationship-building skills
- Self-motivated, proactive, and able to work independently
- Computer literate and confident using CRM systems and Microsoft Office
- Passion for motorsport is desirable but not essential