

Job Title:	Sales Executive
Department:	Commercial
Reporting To:	Head of Hospitality
Hours:	35 hours, Mon – Fri – 9 a.m. to 5 p.m.
Location:	St Andrews
Contract:	Full time – Permanent

Job Purpose

Based in St Andrews, The R&A runs professional championships including The Open and the AIG Women’s British Open, elite amateur events, international matches and rankings. The R&A, through R&A Rules Ltd, governs the sport worldwide, outside of the United States and Mexico, on behalf of over 36 million golfers in 143 countries and with the consent of 157 organisations from amateur and professional golf. The R&A is at the forefront in modernising the sport and making it more relevant to today’s society.

The R&A’s purpose is to make golf more accessible, appealing and inclusive and to ensure it is thriving 50 years from now. Our Commercial department plays a key role in supporting that purpose and we are looking for a Sales Executive to join that team. As part of the sales team you will be responsible for contributing towards the sales of hospitality experiences for The Open Championship and The Women’s British Open. The successful candidates will exhibit the desire and drive to be part of a winning team through effective sales performance.

Job Description

ROLE AND RESPONSIBILITIES

Core responsibilities will be but not limited to:

- Contributing to the sales target by selling hospitality experiences for The Open with a focus on the B2C market (previous customers, inbound enquiries and new business)
- Improving the retention rate and conversion rate of private clients
- Carry out outbound calls to previous customers from a B2C perspective and where appropriate B2B
- Develop effective sales initiatives designed to generate suitable leads with “receptive” target clients with a focus on affluent golfers / golf fans
- Manage and maintain an effective sales pipeline specifically designed to achieve timely sales against targets and KPI’s
- Review own performance across an agreed range of performance measures and KPI’s and take remedial action where necessary
- Manage the relationship with VIP guests who have purchased our Champions experience, prior to, during and post Open
- Develop effective contact strategies to improve conversion
- Represent The R&A at PR Events, exhibitions, conferences etc with a specific brief to network and find suitable, receptive target clients
- Where appropriate, carry out outbound calls to new prospects and existing customers from a B2B perspective
- Where appropriate, conducts effective face to face sales meetings with clients and other initiatives that lead to successful purchases
- Where appropriate and when requested, also sell hospitality experiences for the AIG Women’s British Open

PERFORMANCE ELEMENT

- **Defining Purpose of the Role:** Sell-out of all hospitality on Championship days for The Open. The calibre of the customer base will be such that customer “churn” will be kept to an absolute minimum
- **Impact on the business:** Hits target, or better, on a very regular basis and can conclude sales from inbound leads with a high strike rate and in good time. Demonstrates pace and urgency in conducting activities that drive successful, profitable sales. Has a good handle on how and where to win short, medium and long-term business and is particularly adept at winning referrals from satisfied customers
- **Core selling ability:** Focuses entirely on motivating customers to buy. Builds value into any proposition or proposal. Uses a mix of persuading and influencing tactics and is highly skilled at the core skills of questioning, listening, summarising and note taking. Is always able to uncover the client’s needs based on current issues or a desirable future state. Always sells what a product or solution does, not what it is
- **Product expertise:** Is a real product “Champion” and knows the product inside out. Has a thorough understanding of where the product/service is differentiated, what is unique about it and where its inherent strengths lie. Will be responsible for our VIP guests in Champions to ensure that customers receive a 5* service.
- **Manages own performance:** Has a clear understanding of own targets, objectives and KPI’s, reviews constantly and therefore know where they stand against them at any given time. Has a strong sense of purpose and sets and maintains high standards. Commits to achieving said targets and takes responsibility for the actions and activities required to achieve. Has a very clear picture of what they need to do to hit target. Requires little management time and intervention
- **Improves consistently:** Acts to improve performance, is very self-aware and analytical. Has a positive attitude towards feedback, training and coaching and uses them to improve performance, never rests on their laurels. Identifies ways to exceed targets
- **Thinks about approach:** Evaluates own performance outside of any formal management review and often uses other resources to learn and improve performance. Is unafraid of trying new strategies, tactics and plans to drive revenues. Often comes up with innovative plans and creative solutions, is analytical and enjoys successfully overcoming problems and hurdles. Doesn’t always stick to the tried and tested, knows how to change the game when required
- **Acts ethically:** Always acts in a fair-minded manner, doesn’t lie or mislead clients deliberately. Has in mind the win-win solution when negotiating
- **Customer focused:** Has an in-depth knowledge of loyal customers clients. Is trusted, known and liked. Easily picks up referrals and identifies opportunities when a private client could become a corporate client. Builds strong relationships with all customers to try to retain them each year or when there is geographical bias

COMPETENCIES

- Customer facing competencies (Creates trust, initial mind-set, connects, wins insight)
- General competencies (Impacts on results, improves self, self-motivated and empowered, controls the controllables & values driven)
- Process competencies (Sales pipeline management, four domains, insight sheet & contact strategy)

SKILLS

In addition, the successful candidate will require:

- Application of the Consultative Selling Skills (Questioning, active listening, taking notes, probe specifics, interpret/understand, influence/persuade, build commitment, handle resistance, close)

QUALIFICATIONS AND EXPERIENCE

- Minimum 2 years' experience in front line sales by telephone (B2C sales experience would be ideal but not essential)
- Has benefited from regular sales training experience
- Knowledgeable, being able to execute fully the sales strategy, helping to improve and evolve new strategies and initiatives where relevant
- Passion for sport where the individual is both knowledgeable and capable of discussing golf/sport at length
- Highly developed levels of communication, networking and influencing skills
- Strategic prospecting and outbound calling capability
- Experience of working in golf would be a bonus

Interviews will be taking place week commencing Monday 3 February 2020.

To apply for this vacancy, please send your c.v. and covering letter, stating your salary expectations to Susie Crocker on recruitment@randa.org by the closing date of midday on Friday 24th January 2020.

How your information will be used

In order to progress your application, for administrative purposes, The R&A will record, keep, and hold the personal data which you have provided in this application stored in our Human Resources files. Your data will not be transferred to any third parties outside of The R&A group companies. If your application is successful, The R&A will hold this data as part of your employee record which will be stored on the basis of our Privacy Policy. In the event that your application is unsuccessful, we will hold the application form and the data contained for three months in case of a future vacancy which we may invite you to apply for, following which we will delete it.

If you have any questions about The R&A's use of your data, please contact us.

This job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the position.