



THE VENUES COLLECTION

Sales Research Assistant The Venues Collection Role Profile and Job Description



THE VENUES COLLECTION
space to meet, space to sleep, space to celebrate

Job Title	Sales Research Assistant
Responsible to	Sales Director
Responsible for	
Location	Parklands Birmingham
Sector	The Venues Collection
Hay Grade/Work Level	Administration

Overall Purpose of the Role

- A support role for the business development proactive team.
- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and social media
- Set up meetings with potential clients and listen to their wishes and concerns
- Prepare and deliver appropriate presentations
- Create frequent reviews and reports with sales and financial data
- Support familiarisation activity for TVC
- Support the proactive team with customer communications invites etc
- Participate on behalf of the company in exhibitions or conferences
- Handle complaints or objections
- Collaborate with team members to achieve better results
- Gather feedback from customers or prospects and share with internal teams

Key Accountabilities

The Venues Collection	Measures
Appointment making	Target achievement
Identify new opportunities	Target Achievement from daily DTR reports from Venues
Support your sponsored venues as agreed with sales activity and revenue generation	Sponsored Venue revenue target
Contribute to the delivery of the collection sales strategy.	Monthly reviews with sales director
Activity & sales reporting to the agreed process and standard	Use of CRM system to agreed standard
Prepare information for appointments	Feedback



Support the team with management information, action plans and client activities.

Account Plans and communication plan

Assist in promoting and increasing revenue through the LVP central sales team

LVP Gratis reports

Organise and attend a number of agreed corporate familiarization visits to create awareness of the collection.

Marketing and Communications Calendar

Support the team with Account Plans for all accounts

Account Plans

Ensure annual sales targets & KPI's are achieved

In line with target

To deal professionally with any customer complaints from corporate clients.

Feedback

Person Specification

- ✓ Enthusiastic, motivated
- ✓ Someone who takes the initiative and drives for results
- ✓ Sets high personal performance standards
- ✓ Organised, able to make robust judgments and prioritise
- ✓ Honest, transparent and consistent
- ✓ Gain and hold the respect of others
- ✓ Have a flexible approach with a "can do" attitude
- ✓ A good track record of driving world class performance
- ✓ Experience in discovering and pursuing new sales prospects and maintaining customer satisfaction
- ✓ Ability to monitor and challenge the use of processes
- ✓ Excellent communication and relationship building skills and feel comfortable reaching out to potential customers through phone and e mail
- ✓ Be passionate about food, beverage and service

Key Relationships

- Sales Director
- TVC Proactive sales team
- TVC Leadership team
- TVC Marketing team
- General Managers
- Sales Office management
- Sales teams in venues
- Venue teams



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- Customers
- LVP group sales team
- LVP central sales team

The Venues Collection - one group, eight venues, 220 meeting & training rooms and 1,323 bedrooms, located across the UK. Offering an array of flexible contemporary and historic meetings space, perfect for business events, our properties are easily accessible to motorways yet remain close to the city centre.

When business turns to leisure, we also cater for every memorable moment from christenings to birthdays, engagement parties to weddings, anniversaries to celebrations of life.

Whatever the reason for your visit, our welcoming and efficient staff are dedicated to ensuring that your visit is smooth flowing, stress-free and successful.

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www.thevenuescollection.co.uk

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