

Job Specification: Sales Executive

Reports to
Work base

Sales Team Leader
The Hayes Conference Centre

Job purpose:

To provide highly personable, efficient and customer-centric sales and order-taking capability for The Christian Conference Trust. Within a dynamic sales and marketing team you will be the first point of customer inquiry, developing relationships with existing and potential clients/new business, so as to increase bookings across CCT whilst understanding and maintaining CCT's core charitable values and Christian ethos.

Key Responsibilities:

- Ensuring all email or web-based enquiries are dealt with efficiently and in a tailored and professional manner
- Ensuring all telephone calls are responded to efficiently and in a tailored and professional manner
- Converting enquiries into firm bookings by quality follow-up and negotiation to close sales
- Arranging and undertaking client tours, as a key part of the sales process
- Liaising with each centre operations team about potential bookings
- Assisting with targeted marketing campaigns with potential customers
- Providing support for 'win-back' campaigns that confidently re-position CCT with lapsed groups
- Representing CCT at exhibitions and events
- Training customers on the use of the Event Manager tool
- Involvement with sales projects as required

Person Specification:

Qualifications

Essential	Desirable
Educated to A-Level standard (or equivalent) with GCSEs (or equivalent) in English and Maths (grade 4/C or above).	Graduate level candidate (or equivalent qualification).

Experience and knowledge:

Essential	Desirable
Experience in a sales, customer-facing or customer service role	Experience in conference centres, hotels, venues, or hospitality industry
Basic Maths/Financial understanding for 'quick quotes' and invoice/contract prep & checks.	Experience or sound understanding of the Christian/ Church/ conferences market and/ or charity sector (or willingness to learn)
	Experience on booking systems and databases

Skills, personal attributes and behaviours:

Essential	Desirable
Excellent communicator via phone, email or in person (talking & listening)	Negotiation/closing skills helpful
Good at engaging others	
Interest in Sales	Ability to multi-task (at peak times)
Highly organised and efficient with strong attention to detail and accuracy.	Any contacts or links to Christian groups (which could be beneficial in developing sales for CCT)
Ability to prioritise tasks	Willingness to learn more in all areas of the job/company – openness to team & individual targets
Respect for the Christian community/groups	Understanding of the Christian community/groups, or a willingness to learn more about the industry
Diplomacy skills (especially if dealing with religious sensitivities or senior persons)	Desire to move up in the team & company
Initiative, drive and enthusiasm	
Good IT skills – competent with Microsoft Office/basics	
Enjoys speaking to and meeting people & overall communications (with team & clients)	

Team Player	
Commercial mind-set or understanding	
Open to listening to and sharing new ideas	
Positive & proactive	
Demonstrates a positive customer focused approach to guests needs	
Confident and self-motivated	
Highly professional	

Other:

Essential	Desirable
Able to travel to our other centres and exhibitions as required.	Has clean driving licence & own car.
Understanding and supportive of the aims and ethos of the Trust	

Employee signature:	Line Manager signature (or SLT member):
Employee name:	Employer name:
Date of signing:	Date of signing: