

**GOODWOOD**

**The Role**

The **Business Development Manager** is a member of the Central Sales Team.

**About us**

Goodwood is a quintessentially English estate, set in 12,000 acres of rolling West Sussex countryside. Rooted in our heritage, we deliver extraordinary and engaging experiences in modern and authentic ways. But what really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes Goodwood the unique place it is.

**Passionate People**

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood.  We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for Goodwood to be **‘the home of exceptional experiences’**.

**Our Values**

**The Real Thing Derring-Do Obsession for Perfection Sheer Love of Life**

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| --- | --- | --- | --- |
| Always inspired by Goodwood’s heritage | Daring to surprise and delight | Striving to do things *even* better | Sharing our infectious enthusiasm |

**Purpose of the role**

Proactively sell to and build long-term relationships with corporate clients, SME’s and individuals, with the objective of delivering revenue growth across the whole estate, with a primary focus on Meetings & Events and Hospitality - shifting focus basis business requirements.

Operate as part of the Central Sales Team, to deliver upon strategies which drive new business from all sectors, with a focused team target, personal revenue target and associated KPIs.

**Key responsibilities**

* Generate new business through pro-active sales calls and meetings, whilst identifying opportunities within key market sectors
* Relationship-building with corporate and individual clients, on a regional, national and international level

### Work as part of the Central Sales Team to support the effective management of incoming enquires, ensuring we provide the customer with a proposal that meets their requirements and arrives within the agreed timeframe, in a clear and professional manner

* Conduct proactive sales calls to corporate entities, private individuals, clubs and agents to achieve new customer acquisition targets
* Assist with the identification and creation of sales and marketing ideas to promote all products and to contribute ideas for innovating new products and services
* Attend agreed conferences, exhibitions and networking events with the aim of identifying and converting new Meetings & Events and Hospitality clients
* Work closely with the Sales Director and Central Sales Team to develop and optimise third party relationships including Agents and Affiliates
* Deliver repeat business by successfully developing client relationships through regular communication and meeting key clients on event

### Efficiently follow up all enquiries within the agreed timeframe to ensure that the conversion of business is optimised

### Ensure that the CRM system is kept accurate at all times to ensure correct recording of client details and requirements as well as good communication of these

* Have a full understanding of all Goodwood products and experiences, as well as competitor activity/products, to enable effective selling
* Pro-actively cross-sell all aspects of the Estate to maximise sales opportunities
* Represent Goodwood, and the Central Sales Team, at relevant trade events and exhibitions
* Form part of a best-in-class sales function which is collaborative and creative, with a team-focused and results-led outlook
* To achieve KPIs set by your line manager, with regular reporting on sales activity

**Qualities you will possess**

* Drive to succeed, with a focus on delivering results and achieving targets
* Positive and friendly with a “can do” attitude
* Commercially astute
* Fantastic networker
* Passion to seek out new opportunities
* Attention to detail
* Ability to prioritise and organise
* Ability to sell
* Proactive
* Confident to make decisions and to stand by them
* Excellent negotiation and influencing skills across all levels
* Excellent communicator
* Collaborative team player
* A sense of fun!

**What do you need to be successful?**

* Demonstrable experience of working within a fast-paced commercial sales environment
* Experience of working within a luxury brand or hospitality environment preferred
* Strong commercial acumen and evidence of commercial success
* Proactive sales experience
* Ability to create detailed sales plans that deliver revenue
* Ability to work effectively both within a busy team and independently
* Full current driving licence