

**GOODWOOD**

**The Role**

The **Business Development Manager** is a member of the Estate Sales Team and will report to the Head of Sales (Meetings & Events).

**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**

To proactively sell and build long-term relationships with corporate clients, SMEs, and individuals to drive revenue growth across the estate. The role primarily focuses on Meetings & Events with flexibility to shift focus based on business requirements.

To be an integral part of the Estate Sales team, delivering on strategic initiatives, achieving personal and team revenue targets, and meeting associated KPIs.

**Key responsibilities**

* Generate new business through pro-active sales calls and meetings, whilst identifying opportunities within key market sectors with a focus on Sporting Sales including corporate golf days and corporate golf memberships, clay shooting and meeting and events sales
* 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 Head of Sales and Revenue 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**

* Driven, results-oriented, and target-focused.
* Positive, energetic and friendly, proactive “can-do” attitude.
* Commercially astute with strong negotiation and influencing skills.
* Excellent networking and relationship-building abilities.
* Attention to detail, organisational skills, and the ability to prioritise effectively.
* Confident decision-maker.
* Strong communicator and collaborative team player.
* Passionate about seeking new opportunities.
* Sense of fun and enthusiasm for delivering exceptional experiences.

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

* Proven experience in a fast-paced commercial sales environment.
* Experience in luxury brands or hospitality preferred.
* Strong commercial acumen with a record of achieving measurable sales success.
* Proactive sales experience with the ability to generate new business.
* Ability to create and execute detailed sales plans that deliver results.
* Ability to work independently and as part of a busy, collaborative team.
* Full, current driving licence.