

**GOODWOOD**

**The Role**

The **Exhibitions Sales Executive** will be part of the Exhibitions team and will report to the Exhibitions Sales Team Manager.

**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 Daring 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 handle and convert enquiries from initial stages into bookings, delivering a fantastic customer experience to our exhibitors with a focus on maintaining great exhibitor relationships and encouraging repeat business.

To create packages that will meet the exhibitors’ requirements and in turn drive profit into Goodwood’s Events.

To work as a team to deliver against revenue targets and provide outstanding customer service to our valued exhibitors at our headline events.

**Key responsibilities**

* Receive, handle and convert exhibitor enquires in line with the sales strategy and ensure all exhibitors receive a consistently high standard of service throughout the booking process with a key focus on creating revenue towards our revenue target.
* Ensure all enquires are inputted into an online database, responded to in a timely manner and to be proactive in targeting and approaching brands/companies we want to exhibit with us.
* Sell in line with the selling strategies and create a pro-active sales culture within the team.
* Encourage exhibitors to spend more, through actively upselling extra services, such as WiFi.
* Create proposals and packages that deliver against the requirements for the exhibitor and showcase Goodwood’s events at their best.
* Ensure all enquiries are efficiently followed up to ensure that the conversion of business is optimised.
* Communicate effectively with the exhibitor throughout the booking process, ensuring we have the full understanding of their requirements and identify areas for future business opportunities.
* Ensure all leads and enquiries are correctly logged, responded to and passed to the Exhibitions Sales Team Manager if required.
* Regular, consistent communication and meetings with the team to ensure all event details and invoices are sent to the exhibitor in a clear and concise manner, so that service is delivered to meet and exceed client expectations.
* Regular, consistent communication and meetings with the Exhibitions Sales Team Manager to discuss leads, enquiries, bookings and sales strategies and targets.
* Attend offsite exhibitor meetings, to maintain relationships and discuss future growth and sales opportunities.
* Attend offsite shows and exhibitions (included but not limited to Crufts, The Game Fair & The Classic Motor Show) to drive new leads and new business.
* Support exhibitors during the events to ensure their experience is as seamless and successful as possible. Dealing with issues and complaints that may arise during the event, in a timely and professional manner.

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail and desire to get it right for the guests
* Ability to prioritise and organise
* Proactive
* Confident to make decisions and to stand by them
* Good negotiation and influencing skills
* Excellent communicator
* A sense of fun!

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

* Excellent verbal & written communication skills
* Good organisational & administration skills
* Experience of working in a sales environment
* Works well in a team and uses own initiative
* Ability to work flexibly in line with business needs which may include some evening and weekend working especially in the lead up to and on event.