

**GOODWOOD**

**The Role**

The **Group Tickets Sales Executive** will be part of the Ticket Office & Hospitality team and report to the Head of Sales. Your focus will be to identify opportunities for Group tickets and drive group sales through proactive telesales campaigns. You will be expected to meet clients face to face during both the sales process and also on event. You will be main point of contact for all group acquisition sales and work closely with the Head of Sales and ticket office teams to ensure retention is achieved year on year.

If you have a love of horseracing, enjoy using your initiative and delivering on stretching sales targets whilst working within a fast paced and fun environment, this job is for you.

**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 drive revenue through the promotion of the Goodwood Racecourse and its associated events, to agents and corporate organisations.

**Key responsibilities**

* Proactively promote Goodwood Racecourse to Group target markets; Travel Trade, Group Travel Organisers, Private Organisers.
* Plan and activate sales activity to ensure a healthy pipeline is maintained from the agreed target markets; and work closely with the Ticket Office and Marketing to achieve this.
* Generate new business through proactive sales calls to the agreed target markets.

### The management of all incoming acquisition enquiries, ensuring we provide the customer with a proposal that meets their requirements and arrives within the agreed timeframe, in a clear and professional manner.

### To efficiently follow up all bookings within the agreed timeframe to ensure that the conversion of business is optimised, and both revenues and margins are optimised.

### Ensure CRM is maintained, keeping accurate records of client details, market sector and contact history.

* To have a full understanding of all Goodwood Racecourse products and experiences to enable effective selling of the full product range including; Shared Bars, Packages and Exclusive space.
* Deliver against all set Targets and KPIS.
* Have a full understanding of competitor activity including product content, pricing and understanding the impact on Goodwood when negotiating with clients.
* Optimizing the Groups Booking Module within Goodwood’s ticketing system.

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise and organise
* Proactive
* Take personal responsibility
* Strong commercial acumen
* Proven track record against stretch target delivery
* Ability to work in a team as well as independently
* Ability to take your initiative
* Confident to make decisions and to stand by them
* Good negotiation and influencing skills
* Excellent verbal and written communicator
* A sense of fun!

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

* Strong experience of working within a fast-paced commercial sales environment
* Proven track record in driving sales through proactive telesales
* Ability to negotiate with clients both on the phone and face to face
* Previous telesales experience, including Business to Business sales and account management.
* Strong IT skills, specifically in Microsoft packages
* Ability to plan daily/weekly work schedule
* Full current driving license