



job description

Job title: Commercial Development Sales Executive

Reports to: Consumer Partnerships Manager

Job purpose:

As Commercial Development Sales Exec you are responsible for **maximising and growing sales and profitability** in our low and shoulder periods (weekends and school holidays), **delivering circ £800k worth of B2B business** (from mainly corporate group organisations + agents). You will achieve this **by one-on-one key account management** (delivering high levels of client care and satisfaction), building solid relationships to retain and rebook year-on-year business (inbound).

Alongside having solid account management experience, you will be responsible for **growing new B2B business through outbound new business development** and also **supporting the growth of our other non-education groups business** (predominantly from new youth partnership relationships), with the support of the Consumer Senior Partnerships Manager

This role is the **first line and key contact with PGL's existing business to business customers**, which focuses on **bespoke sole-occupancy Sports and Faith Group weekends** (in the main) **for up to 1000 guests per bookings**. **This role is solely responsible for delivering the B2B budget.**

Key responsibilities:

1. Maximise Sales, profitability and deliver high levels of client care

- Seek to **convert the maximum number of incoming enquiries into confirmed reservations.**
- **Maintain and grow excellent working relationships with existing corporates and agents**, to drive future revenue. Continuously manage these relationships one on one and **be the point of contact for corporates and agents.**
- Actively seek **new business through proven business development techniques**, to grow the B2B market, managing new clients on an account management basis. This is likely to involve making outbound calls to create leads, to convert to sales from corporates and agents. Pass hot youth + uniform sales leads to Non-Edu Groups sales team to follow up.
- Work with the Senior Partnerships Manager to **identify and research new potential leads covering the wider non-education market**, namely youth, uniform & consumer organisations.
- Work with the Senior Partnerships Manager to **prepare client presentations and materials and deliver face-to-face/online pitches to potential new clients.**
- Be strategically aware of the wider Consumer and Non-Education market **to spot, nurture and drive cross-sell opportunities for Kids' Adventure Camps and Family Adventure Breaks from groups audience.**
- **Negotiate pricing and business terms with new and existing clients**, in line with agreed parameters set by the Head of Commercial.
- **Maintain accurate CRM records** and all booking related administration for B2B Groups.
- Liaise with corporates and agents post-booking to gain feedback, suggest any improvements for future breaks and establish likelihood to return.
- **Meet individual sales and yield targets (circ £800k) which contribute to Consumer departmental revenue targets.**
- Monitor competitor activity, communicate findings to appropriate teams and ensure wherever commercially viable that **we do not lose business to competitors.**

2. Work closely with other departments to ensure the right levels of customer care and to maximise sales opportunities



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- Work closely with the **Customer Service + Programming Team** to build the bespoke weekends and ensure a smooth delivery to ensure we maintain standards through the customer journey
- Work closely with **PGL Sales Manager** to ensure sales processes and contact strategies are aligned
- Work closely with the **Commercial Manager** to identify appropriate allocations and prices to maximise yield
- Work closely with **Operations and Centre Teams** to agree delivery standards and communicate expectations to the customer. Attend and monitor customer experience on centre, where appropriate.
- Work closely with **Consumer Partnership Manager and Consumer Marketing Team** to help identify and target potential new youth, uniform and consumer B2B opportunities

3. Develop an In-Depth Knowledge of PGL products

- Attend staff educational visits and training sessions
- Study PGL non-education website, brochures and other promotional material to ensure that knowledge of current products and promotions is constantly kept up to date
- Attend regular team meetings.
- Keep 'Trade Partners' webpages up-to-date via the Content + Consumer Marketing Team

4. Other responsibilities:

- Attend networking opportunities where appropriate, including conferences, industry and partner events to build knowledge of customers/the market.
- To continue to develop your product knowledge and skills in order to keep up with changes in technology, ways of working and changes in customer expectations.
- Identify improvements to work organisation and procedures within remit of role, and take appropriate action to implement required change
- To regularly review own targets and work towards the achievement of agreed objectives.
- To drive your own personal development, seeking feedback (from peers, colleagues, PGL managers and team) and acting on it
- To ensure that your operational practices as well as the treatment of others, actions and attitudes are in-line with the company's Equal Opportunities policy and are appropriate at all times.



person specification

Relevant experience:

	Essential	Desirable
Experience in a sales environment with the ability to work towards targets	✓	
Experience in a customer service role – must have the ability to listen to customers and proactively seek to meet their needs	✓	
Strong personal organisation skills – ability and experience of effectively prioritising workloads and multi-tasking in a busy open plan office environment	✓	
Confident and polite telephone manner	✓	
Excellent oral and written communication skills	✓	
Keen attention to detail	✓	
The ability to work unsupervised and as part of a team and to adhere to strict deadlines	✓	
Experience of dealing with customers via telephone, email and face to face	✓	
A Level or above French or Spanish Language speaking		✓
Experience dealing with customer complaints and issues		✓

Relevant skills/qualifications:

	Essential	Desirable
GSCE at grade C or above in Maths and English		✓
Computer literate with experience of Word and Excel	✓	
Full UK driving licence required	✓	

Key competencies:

	Essential	Desirable
Takes responsibility for the delivery of an exceptional customer experience	✓	
Identifies and seeks to understand customer requirements	✓	
Communicates appropriately and effectively with others	✓	
Works co-operatively internally & externally to achieve common goals	✓	
Accepts responsibility and accountability for own performance and areas of responsibility	✓	
Demonstrates commitment to the vision, values and mission of the organisation	✓	
Acts in a manner that supports the values of the organisation and benefits our reputation	✓	
Develops and maintains a meaningful relationship with the customer, builds customer loyalty	✓	
Makes sound decisions based on knowledge, experience and available information	✓	
Manages own time and workload effectively to focus on best value activities.	✓	



person specification

Additional Information:

Right to Amend The company reserves the right to amend the job description in consultation with the member of staff to reflect changes in the role.

Safeguarding of Children Due to the nature of the role, centre based staff and certain Head Office staff employed by PGL are required to obtain satisfactory enhanced disclosures from the Disclosure and Barring Service (DBS) or a Protection of Vulnerable Groups Check (PVG), which PGL will pay for. Additionally, all PGL staff will need to have received satisfactory references prior to starting employment.

You have a duty to report any safeguarding concerns through the appropriate channels throughout your employment with PGL.