

Job Title: Consumer Sales Advisor

Reporting to: Sales and Customer Service Manager

Main purpose of the role

Maximise sales for PGL across both Kids Camp and Family Adventure products. Responsible for delivering high levels of customer service and satisfaction from initial enquiry to point of travel.

As part of PGL Beyond you'll be creating unforgettable learning and adventure experiences that make a real difference to the lives of young people. Our incredible team has always been the secret to our success. Our people are our future and we take great pride in matching your hard work with a commitment to looking after you and your career.

Responsibilities

Maximise opportunities to grow our business by generating new sales and securing repeat bookings

- Seek to convert the maximum number of incoming enquiries into confirmed reservations.
- Effectively execute the sales strategy to successfully gain bookings from outbound contacting customers on mailing lists and following up of specific marketing campaigns.
- Maximising opportunities to upsell additional extras on each booking to increase revenue at every opportunity.
- Successfully follow retention strategy to ensure we continuously increase sales volumes by providing a positive customer experience.
- Meet individual and team sales targets and call levels on a daily, monthly and seasonal basis.

Effectively manage all administration and pre-travel communication for Consumer bookings

- Input customer, child and guardian details accurately and maintain relevant records of each booking using the CRM and internal reservation system.
- Efficiently manage workload and prioritise tasks appropriately, using resources available.
- Supply customers with all the information they require regarding their prospective booking in a timely manner.
- Ensure payments are collected in a timely manner by proactively chasing payments and sending of invoices.
- Work closely with centre colleagues to ensure specific customer needs are communicated and met where necessary.

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- Chasing and logging of guest travel details and personal information where required.
- Providing customers with specific details and processes required to make childcare voucher/tax free childcare payments.
- Effectively manage all communication with customers by email and telephone.

Other Responsibilities

- Develop comprehensive product knowledge to understand customer needs effectively.
- Participate in team building events and centre visits to stay updated.
- Continuously enhance product knowledge and skills to adapt to technological advancements and changing customer expectations, while regularly reviewing and working towards personal targets and ensuring adherence to the company's Equal Opportunities policy.

Useful Information

Our Consumer function is transforming to better position us to support the business as we move into the future. As such, our roles are likely to evolve. Therefore whilst this job description provides an overview of the main duties and responsibilities, it is not intended to be exhaustive and it is anticipated that the contents will change over time whilst remaining within the broad remit of the role.

Person Specification

Education, Experience & Achievements	Essential	Desirable
GSCE at grade C or above in Maths and English	✓	
Experience in a sales environment with the ability to work towards targets		✓
Experience dealing with customer complaints and issues		✓
A Level or above French or Spanish Language speaking		✓
Experience of dealing with customers via telephone and email	✓	
Experience in a customer service role – must have the ability to listen to customers and proactively seek to meet their needs	✓	

Skills & Knowledge	Essential	Desirable
Computer literate with experience of Word and Excel	✓	
The ability to work unsupervised and as part of a team and to adhere to strict deadlines	✓	
Excellent oral and written communication skills	✓	
Confident and polite telephone manner	✓	

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Strong personal organisation skills – ability and experience of effectively prioritising workloads and multi-tasking in a busy open plan office Environment	✓	
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Personal Attributes	Essential	Desirable
Keen attention to detail	✓	
Takes responsibility for the delivery of an exceptional customer experience	✓	
Develops and maintains a meaningful relationship with the customer, builds customer loyalty	✓	
Acts in a manner that supports the values of the organisation and benefits our reputation	✓	
Demonstrates commitment to the vision, values and mission of the organisation	✓	
Accepts responsibility and accountability for own performance and areas of responsibility	✓	
Works co-operatively internally & externally to achieve common goals	✓	
Communicates appropriately and effectively with others	✓	

Additional requirements	Essential	Desirable
Enhanced DBS check	✓	

Additional information

Environmental & Social Governance (ESG)

You are required to support and champion our Better Beyond Adventure Environmental Social Governance strategy whilst supporting our B Corp certification.

This requires personal, departmental and company-wide level support through ongoing engagement in discussions and decision-making around ESG, upholding company and department ESG goals and targets in your role as an ally.

Our Better Beyond Adventure strategy means we all have a role to play as part of our day job. This varies from team to team and by role. However, as standard it is now a requirement for each role to understand how they contribute to delivery of BBA across the three pillars:

- Our places, our planet
- Champions of wellbeing
- Playing our part

And by delivering our BBA goals you will also be supporting our B Corp certification and role modelling our PGL Beyond values.

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Equal Opportunities/Safeguarding

We pride ourselves on hiring the best people, and recognise the importance and benefits of a diverse and inclusive team. However, the protection and safeguarding of our colleagues and the young people visiting our centres is our primary concern.

Our Values

Our company values of teamwork; quality; safety; respect; inclusivity and fun define our beliefs, and underpin everything we do. Though simple on the surface, when combined, these values create the exceptional experience that sets PGL apart for both our guests and colleagues.

'Lend a Hand'

Lend a Hand provides a valuable opportunity to gain insight into the fantastic work that our PGL centre colleagues are doing every day. During our Lend a Hand weeks, members of our Support Centre teams take time out of their normal routine to work on Centre in areas such as Catering and Housekeeping, enabling us to work closely with colleagues we don't usually work alongside in a job role other than our own, whilst also providing valuable support to our centres at times when they need it the most.

Right to amend

The company reserves the right to amend the job description in consultation with the colleague to reflect changes in the role.

Job description updated on 16/09/2024.