



GOODWOOD

The Role

The **Senior Business Development Manager** will be part of the Entertaining & Hospitality team and report to the Head of Business Development

About us

At Goodwood, we celebrate our 300 year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood's success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

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 providing the “**world's leading luxury experience.**”

Our Values

The Real Thing

Always inspired by Goodwood's heritage

Derring-Do

Daring to surprise and delight

Obsession for Perfection

Striving to do things *even* better

Sheer Love of Life

Sharing our infectious enthusiasm

Purpose of the role

To proactively sale to and build long term relationships with corporate clients from key sectors in the London market, delivering revenue into the Entertaining and Hospitality division for Meetings, Events and Incentives. You will work as part of the Business Development Team to deliver a team target and your own personal KPIs.

Key responsibilities

- To proactively promote Goodwood to corporate businesses which results in sales
- To create, plan and activate sales plans that deliver results and ensure a healthy pipeline is maintained
- To generate new business through pro-active sales calls to corporate accounts, with a focus on key market sectors
- To successfully develop and maintain client relationships through evening networking opportunities in London and on event days and regular telephone contact at timely intervals throughout the year

- To 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 in response to but not limited to customer feedback
- To work with the Estate Sales Team to support the effective management of all 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
- To efficiently follow up all enquiries within the agreed timeframe to ensure that the conversion of business is optimised
- To ensure that the CRM system is kept up to date at all times to ensure accurate recording of the clients details and requirements as well as good communication of these
- To have a full understanding of all Goodwood products and experiences to enable effective selling of these events and pro-actively cross sell all aspects of the Estate to maximise sales opportunities
- To engage in sales projects across the Estate to support the achievements of business sales targets
- Have a full understanding of competitor activity including product content and pricing and understanding the impact on Goodwood when negotiating with clients.
- To maintain KPI's set by your manager, reporting them monthly by way of a detailed report on sales activity

Qualities you will possess

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| <ul style="list-style-type: none"> • A drive to succeed and deliver • A love for the hunt of a sale • Positive and friendly with a “can do attitude” • Commercial astute • A fantastic networker • A passion to seek out new opportunities • Attention to detail • Ability to prioritise and organise | <ul style="list-style-type: none"> • Proactive • Take responsibility for yourself • Confident to make decisions and to stand by them • Excellent negotiation and influencing skills across all levels • Excellent communicator • A sense of fun! |
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What do you need to be successful?

- A minimum of 5 years' experience of working within a fast-paced commercial sales environment
- A proven sales track record
- Strong commercial acumen
- Excellent proactive telesales experience
- Strong IT skills, specifically in Microsoft packages
- Excellent organisational & administration skills
- Ability to create detailed sales plans that deliver revenue
- Excellent verbal & written communication skills
- Ability to work well within a busy team and independently
- Ability to take your own initiative
- Full current driving license

Each role is assigned a level against our expected behaviour. Your role levels are set out below.

BEHAVIOUR	LEVEL
Think Customer	3
Communication & Trust	3
Taking Personal Responsibility	3

Encouraging Excellence & Commercial Success	3
Working Together	3