



Job Title:	Sales Advisor
Grade:	5a
Location:	Longleat
Department:	Commercial
Reports to:	Commercial Business Development Manager

Job Summary

Based in our Commercial Team this role is to deliver sales across multiple products using inbound and outbound calls and emails.

Responsible for driving sales and processing of the bookings of VIP, Accommodation, Membership, Groups and Education. This involves co-ordinating all bookings and responding to enquiries, to ensure our guests have an excellent experience throughout their journey from booking through to visit.

You will also be responsible for converting enquiries into sales to maximise sales revenue for Longleat.

Key Responsibilities

- Proactively drive and convert enquiries into sales.
- Maximize opportunities to increase sales by understanding the features, benefits, unique selling points and other relevant information of our product and services.
- To deliver individual, weekly and annual sales and service targets.
- To produce reporting, analysing the data and act on results
- Debt chasing of outstanding balances across various channels across the business.
- Manage incoming enquiries, updating existing bookings, and secure business in line with agreed strategies, booking policies and procedures.
- Confidently dealing with escalated complaints and conflict resolution and making decisions that compliment the business and the customer.
- Responsible for contacting potential and existing customers to exploit all opportunities to increase sales.
- Outbound calls to existing customers for upsell opportunity
- Keep up to date on all VIP, Membership, Accommodation and Education products, services, pricing, and special promotional offers as well as park wide commercial offerings.
- Maintaining a high standard of communication with guests via email and telephone.
- Understanding and resolving of guest complaints and enquiries.
- To deliver the company standard service level agreements within communication and booking systems by efficient call and email handling
- To communicate with our customers and ensure their dates for experiences and booking are booked in and communicated to the relevant individuals at Longleat where required.
- Co-ordinating the booking journey from enquiry to sale.
- Working with our booking systems and processes and ensure new bookings are inputted and communicated as required.
- Monitoring and responding to guest enquiries via Zendesk.
- To provide a commercial business focus along with a guest focused service at all times ensuring that all work is completed to the highest standards of the brand.

- Represent the Company at all times by being smart in appearance and presentable whilst behaving in an appropriate manner in line with our cultural values.
- Be accountable for their own development seeking out opportunities to learn new skills to continuously improve.
- Ensure all members of team and external contractors comply with health & safety policies, procedures and regulations and take appropriate and reasonable care for the safety of colleagues and visitors.
- Such other reasonable duties as and when required by your Line Manager.
- *The above list of duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the role.*

The Ideal Candidate - Knowledge, Experience and Qualifications

Essential

- GCSE English and Maths to grade minimum C. (Essential)
- Experience of working to revenue targets
- Experience in delivering and exceeding sales targets.
- Outbound sales experience.
- Experience of working with service level agreements
- Experience of providing administrative support within a professional organisation dealing with internal and external clients
- Experience of working in a busy office environment
- Knowledge of bookings systems but full training will be given
- Excellent MS Office skills, including Excel.

Desirable

- Previous experience within the Leisure industry
- Experience using booking systems

The Ideal Candidate – Key Competencies

Essential

- Excellent time management and organizational skills
- Seeks solutions and uses initiative
- Multitask across different products and systems
- Excellent organisational skills
- Ability to multi-task
- Proactive and efficient
- A positive, friendly and professional personality
- Ability to work under pressure, whilst maintaining a positive and 'can do' attitude
- Guest focused with a genuine passion for delivering sensational service
- Confident Communicator and professional telephone manner
- Excellent record keeping skills and attention to detail

Desirable

- Ability to build internal and external relationships

