

Role: Sales Executive

Reports to: Senior Sales Manager

Location: Scottish Event Campus, Glasgow, site-based role

Role Summary:

To support the growth of the Conference Sales department by converting conference sales leads, nurturing client relationships, and securing sales for the Scottish Event Campus. This role focuses on supporting the team sales strategy by identifying sales opportunities, building client relationships, and managing enquiries to maximise revenue.

Key Responsibilities:

Sales & Business Development

- Respond to sales enquiries with a view of maximising conversion and revenue generation.
- Support sales managers with identifying new business opportunities and generating leads through research, networking, sales calls, email communications, and attending industry events.
- Manage a strong pipeline of conference prospects to achieve and exceed sales targets.
- Conduct site visits and present venue facilities and services to prospective clients.
- Support with proposal preparation and quote generation when required.
- Assist with proactive sales activity including Hydro Hospitality and lead development for trade shows.

Client Relationship Management

- Build and maintain strong relationships with clients from the start of the sales process through the full sales cycle.
- Manage key client relationships with the view of securing repeat business.
- Input and manage customer data using our CRM system on behalf of the team ensuring accuracy of data to support with reporting.

Strategy & Planning

- Support the sales managers in developing and executing the annual sales and business development strategy for conference sales.
- Monitor market trends, competitor activities and client needs to identify growth opportunities.
- Collaborate with internal teams (operations, AV, etc.) to ensure seamless event execution.
- Prepare regular reports and forecasts when requested.

Required Skills and Experience:

- Experience in sales, hospitality, events, or conference management.
- Experience using CRM and venue management software.
- Knowledge of the local conference and events market.

Key Competencies:

- Strong sales acumen and negotiation skills.
- Excellent verbal and written communication.
- Customer-focused with a consultative sales approach.
- Strong organisational and time management skills.
- Proficiency in CRM systems and Microsoft Office Suite.
- Good team player and stakeholder manager.