



Sherlock: The Official Live Game Sales Executive Job Description

Job Title:	Sales Executive
Reports to:	Sales and Marketing Lead (SML)
Based:	Hybrid role – part remote, part in-office
Hours:	Monday – Friday, 10am – 6pm
Job purpose:	<p>Working closely with the Sales and Marketing Lead to deliver key B2C and B2B revenue KPI's and maximise sales opportunities and initiatives.</p> <p>Heavily focused on driving tickets sales and spend per head, this role is customer centric, with the aim of maximising all commercial potential through the Direct To Consumer market, trade partnerships, large group bookings, and corporate hire, whilst enhancing the customer experience.</p>

Based in the heart of West London, *Sherlock: The Official Live Game* is a live gaming adventure and collaboration between the makers of the hit TV series, Sherlock, and escape experience pioneers. Combining the best of escape rooms and immersive experiences, we're the first official Sherlock escape room.

We are looking for a passionate individual to work closely with the Sales and Marketing Lead (SML), proactively maximising sales opportunities and generating revenue. This role has a specific focus on increasing incremental and new business, with specific focus on B2B & B2C, whilst providing first-class customer service.

With at least 1-2 years' experience of working within a venue/attraction sales or customer service environment, you will have a proven track record of generating B2C and B2B sales and demonstrate essential excellent oral and written communication skills. A familiarity with ticketing platforms and API is desirable.

We welcome applications from everyone.

Duties, include but not limited to:

- To ensure effective, accurate and efficient sales are taken from customers over the phone and by e-mail using our ticketing system, Fareharbor
- To process large groups bookings and reservations, including raising invoices and liaising with the Operations Team to ensure all information is communicated for successful delivery

- To process affiliate partner and ticket agent bookings
- Managing, responding and promptly resolving all customer service enquiries on the phone and by email, maintaining a positive, empathetic and professional attitude toward customers at all times
- Acknowledging and resolving customer complaints
- Conducting market research to identify selling possibilities and evaluate customer needs
- Actively seeking out new sales opportunities through outreach strategy, including but not limited to: cold-calling, networking and social media
- Company expert on key systems and processes needed for effective sales and customer service, including but not limited to: Fareharbor and Buzzshot
- Work with Marketing Team and Senior Management to effectively plan and implement the company's B2B and B2C sales and marketing strategy in line with company directives
- Proactively identify and develop key relationships with clients and continue to grow the client base
- Manage groups packages on offer, including frequent reviews to ensure experiences are in line with industry standard and competitively priced
- Researching and liaising with key selling partners, (including local businesses, tour operators, DMCs, language schools and student groups), to identify key sales opportunities
- Measuring and reporting on key metrics including customer queries and sales leads
- Comfortable working to and exceeding KPI's
- Attend trade shows as and when required
- Manage changes to itineraries working with vendors and suppliers as needed
- Work closely with the Bar Supervisor to ensure accurate ordering of supplies for bar products
- Providing feedback on the efficiency of the customer service process
- Occasional evening and weekend working may be required
- Perform any and all other reasonable responsibilities as required by the business

Competencies and Person Specifications:

Essential:

- Displays a pro-active approach and is a 'solution finder'
- Self-motivated and able to work under own initiative. Ability to communicate on all levels in a clear and concise manner
- Proven track record of driving B2C and B2B sales
- Experience in Customer Service and feeling comfortable speaking to customers on the phone
- Evidence of achieving targets
- Strong organisational skills
- Excellent communication across all levels of business
- Excellent analytical skills and an ability to identify key sales periods
- Keen to work in a small team, and get stuck in, regardless of the task. We are a small team, and need people to work outside their remits from time to time
- Excellent oral and written communications skills
- Proactive, personable and enthusiastic
- Excellent attention to detail
- Ability to work under pressure and to tight deadlines
- Work closely with a diverse set of senior stakeholders and departments

Desirable skills and experience:

- Visitor attraction background
- Experience of working within sales
- Experience of working with third party partners
- Experience of working with ticketing agencies and systems
- Experience of using Microsoft/Google applications

In return for your work as an amazing Sales Executive, we offer:

- Competitive salary - £25k - £30k depending on experience
- Full induction and ongoing training
- Heavily discounted tickets to the experience for your friends and family
- 40% discount on food & drinks at our bar
- The chance to work in one of the city's coolest venues with an amazing team