



Unit 5 Ashville Way, Wokingham, RG41 2PL



0800 024 1234



info@yesevents.co.uk | www.yesevents.co.uk

# SALES DIRECTOR

## OVERVIEW

To lead and manage the Sales and Marketing functions of all divisions across YES, holding accountability for the delivery of sustainable revenue growth, strong client relationships, and clear strategic direction across Production, Events, Hire, Wise Rental and Luminism.

The role is responsible for developing and driving the company Sales Strategy, aligning marketing activity with commercial objectives, and overseeing the performance and development of the Sales Team, Hire Manager and Marketing Manager.

As a member of the Leadership Team, you will contribute to wider business strategy, ensuring the company maintains a strong market position and consistent brand presence. The role requires building long-term relationships with clients, identifying new business opportunities, and ensuring existing accounts are serviced and developed throughout their lifecycle with the company.

## POSITION WITHIN THE ORGANISATION

Reports to:	Tom Chennells - Managing Director
Accountable for:	Sales, Hire & Marketing Departments
Budget responsibilities:	Sales & Marketing Revenue, Targets, Marketing Budget
Line management:	Sales Team, Hire Manager, Marketing Manager

## HIGH FIVES (Top Priorities)

### 1. Sales Strategy + Revenue Growth

Lead the development, implementation and ongoing review of the company Sales Strategy, ensuring revenue targets are achieved across Production, Events, Hire, Wise Rental and Luminism while identifying new growth opportunities and emerging markets.

### 2. Team Leadership + Performance

Lead, mentor and develop the Sales Team, Hire Manager and Marketing Manager ensuring clear targets, accountability and a high-performance culture that delivers consistent new business acquisition and account growth.

### 3. New Business, Client Relationships + Account Retention

Maintain and develop new and existing relationships with key strategic clients, supporting the team in securing long-term partnerships, repeat business and high client satisfaction across all sectors of the business in line with the Sales strategy.



Unit 5 Ashville Way, Wokingham, RG41 2PL



0800 024 1234



info@yesevents.co.uk | www.yesevents.co.uk

#### **4. Marketing Strategy**

Working collaboratively with the Marketing Manager to oversee marketing strategy and activity to ensure alignment with the Sales Strategy, strengthening lead generation and market positioning across all YES divisions.

#### **5. Leadership + Business Collaboration**

Act as a key member of the Leadership Team, contributing to company-wide strategy, fostering cross-department collaboration to deliver top level strategic business objectives.

### **RESPONSIBILITIES & ACCOUNTABILITIES**

#### **SALES MANAGEMENT**

- Oversee performance of the Sales Team and Hire Manager, ensuring delivery of revenue targets
- Maintain oversight of significant projects and prospective projects in the pipeline across the 4 divisions
- Lead the Monthly Sales meeting ensuring transparency with the team on revenue targets, what's working and what needs development plus feeding in insights from other departments to ensure cohesive working across the company
- Set individual and departmental sales targets and monitor progress
- Lead major client negotiations and strategic proposals where required
- Monitor client acquisition, retention and churn reporting
- Review sales pipelines and ensure opportunities are effectively tracked and managed
- Analyse market trends, competitor activity and sales performance data to inform decision making
- Sign off pricing and proposals for new client projects and major client projects

#### **TEAM DEVELOPMENT**

- Lead, motivate and develop all people within the Sales, Hire and Marketing teams ensuring alignment with the Company Core Values.
- Promote a client-first culture across the Sales and Hire teams
- Set clear performance expectations and conduct regular reviews and appraisals
- Identify training and development opportunities for team members
- Promote knowledge sharing and best practice across departments
- Ensure effective communication between commercial and operational teams
- Manage holiday requests and support team members with any personal matters effectively (with support from HR if required).



Unit 5 Ashville Way, Wokingham, RG41 2PL



0800 024 1234



info@yesevents.co.uk | www.yesevents.co.uk

## **CLIENT RELATIONSHIP MANAGEMENT + BUSINESS DEVELOPMENT**

- Support the team in securing new business opportunities and maintaining existing accounts
- Work in partnership with the Managing Director to secure new key client relationships that align with the Sales strategy
- Build and maintain relationships with key clients, venues, agencies and partners
- Support long-term account development strategies
- Act as escalation point for major client issues or service challenges
- Support strategic account planning across major clients and sectors

## **MARKETING LEADERSHIP**

- Work in partnership with the Marketing Manager to deliver marketing strategies aligned with the Sales Strategy
- Oversee marketing campaigns that support lead generation
- Represent the company at exhibitions, trade shows and networking events where required

## **LEADERSHIP & STRATEGY**

- Act as a core member of the Leadership Team, contributing to overall business strategy and direction
- Develop and deliver short, medium and long-term sales and marketing strategies aligned with company objectives.
- Identify new market opportunities and emerging industry trends
- Provide regular strategic reporting and performance analysis to Company Directors
- Ensure sales planning and target setting aligns with operational capacity and business growth plans
- Support development of new service offerings and sector expansion

## **PERFORMANCE MONITORING AND REPORTING**

- Define, monitor and report on Sales and Marketing KPIs
- Oversee forecasting and pipeline tracking across all sectors
- Support financial planning and budgeting processes

## **GOALS AND TARGETS**

Goals and targets will be agreed annually as part of the performance review process. Typical KPIs may include:

- Revenue across all business sectors against targets set



Unit 5 Ashville Way, Wokingham, RG41 2PL



0800 024 1234



info@yesevents.co.uk | www.yesevents.co.uk

- New business acquisition levels
- Client retention and satisfaction scores
- Sales pipeline conversion rates
- Marketing lead generation performance
- Team performance and development outcomes

This job description is not exhaustive and may be adjusted in line with business needs. Job descriptions and roles will be reviewed annually by the Company Directors as part of the employee performance review process.