

Post Details		Last Updated 11/05/2021	
Job Title:	Sales Advisor		
Department and Salary	Surrey Sports Park	Level 2	
Responsible to:	Sales Manager		
Responsible for:	n/a		

#### **Job Purpose Statement**

This role will support the promotion and sales of a large portfolio of student and community memberships, junior programmes, adult courses and private coaching to prospective, new and current members of Surrey Sports Park (SSP).

The post holder will follow the Sales Team's customer-centric approach to guide prospects to the most appropriate services and programmes, whilst building relationships to help support and advise customers as part of the enquiry and on boarding process.

The post holder actively contributes to the revenue generated within the SSP through the sign up of new customers and the retention of current members.

#### **Problem Solving, Accountability and Dimensions of the role**

The post holder operates on day-to-day basis within a clearly defined section of work and within established departmental processes, procedures and membership sales standards. The post holder is required to exercise some independence when prioritising daily tasks, this will include successfully managing any conflicting demands, possessing a basic awareness of the options available and being able to make effective and appropriate decisions. The post holder is expected to refer to more senior colleagues for prioritising and scheduling of non-standard work which is necessary to meet departmental objectives and targets, as set by the Sales Manager.

Within the scope of the role the post holder will be presented with a variety of situations where the most appropriate course of action will be a matter of choice, influenced by prior exposure or experience. On a daily basis they will also respond to a number of routine enquiries, of a similar nature. Due to the regularity and nature of the query, the post holder is able to apply their knowledge and previous experience to resolve the majority of issues faced. The post holder may occasionally experience more unusual queries or issues, where there is no formal guidance or trouble shooting. In these cases, the post holder is required to interpret past precedents and apply their judgement to determine an appropriate course of action or where resolution is not straightforward to refer to their line Manager for guidance/advice.

When interacting with existing and potential members to the SSP, the post holder must demonstrate positive customer experience standards, providing customers and members with a high level of information regarding the services that SSP is able to provide. The post holder is responsible for providing good customer service both on the telephone and in person and will need to demonstrate a professional and friendly service to all potential and existing customers. This post impacts upon membership and programme sales and the external reputation of the SSP.

The post holder does not have any supervisory or budgetary responsibility.

#### **Background Information/Relationships**

Surrey Sports Park is at the heart of sport and physical activity in Surrey, and our mission is to deliver the best possible sport, health and wellbeing experience to our University of Surrey students and to the wider SSP community. We provide strategic added value to the University by delivering an outstanding student experience through social and competitive sport and providing an excellent environment for wellness and fitness for Surrey staff and students, and our community impact is significant both culturally and physically. The team is passionate and high performing, and the business model requires us to deliver a self-sustaining, well managed and customer service focused business.

The post holder will work closely with all Sports Park staff and both internal and external guests.

This job purpose reflects the core activities of the post. As SSP and the post-holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. SSP expects that the post-holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.

Should significant changes to the job purpose become necessary, the post-holder will be consulted and the changes reflected in a revised job purpose.

**Person Specification** This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

<b>Qualifications and Professional Memberships</b>	<b>Essential/ Desirable</b>	
GCSE level (numeracy and literacy) or equivalent vocational qualifications, plus some relevant work experience  Or  A number of years experience within a similar role	E	
<b>Technical Competencies (Experience and Knowledge)</b> This section contains the level of competency required to carry out the role (please refer to the competency framework for clarification).	<b>Essential/ Desirable</b>	<b>Level 1-3</b>
Familiarity with Microsoft Office, Email, the Internet, CRM systems and databases	E	2
Accuracy and attention to detail	E	2
Experience of database entry	E	1
Experience of working within a customer focused environment	E	2
Experience of working in sales	D	2
Knowledge of fitness and leisure industry	E	1
Knowledge of sales techniques	D	1
<b>Special Requirements:</b>	<b>Essential/ Desirable</b>	<b>Level 1-3</b>
To work during unsocial hours, including early mornings, late evenings and at weekends.	E	n/a
Criminal Records Bureau Clearance	E	n/a
<b>Core Competencies</b> This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). N/A (not applicable) should be placed, where the competency is not a requirement of the grade.	<b>Level 1-3</b>	
Communication	2	
Adaptability / Flexibility	1	
Customer/Client service and support	2	
Planning and Organising	1	
Teamwork	1	
Continuous Improvement	1	
Problem Solving and Decision Making Skills	2	
Leadership / Management	n/a	
Creative and Analytical Thinking	n/a	
Influencing, Persuasion and Negotiation Skills	n/a	
Strategic Thinking	n/a	

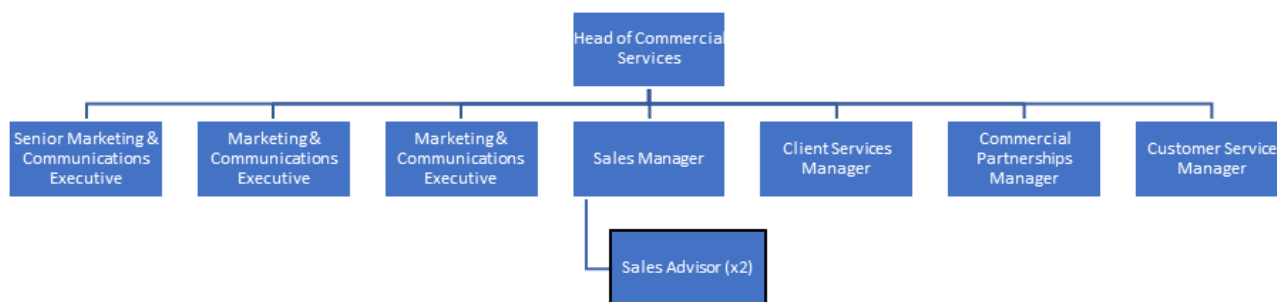
## Organisational Information

### All staff are expected to:

Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with Surrey Sports Park Equal Opportunities Policy.

Help maintain a safe working environment by:

- Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices and Surrey Sports Park's Health and Safety Policy.
- Excellent environmental performance is a strategic objective for the University of Surrey. All staff are encouraged to work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
- Undertake such other duties within the scope of the post as may be requested by your Manager.



## Key Responsibilities

This document is not designed to be a list of all tasks undertaken but an outline record of the main responsibilities (5 to 8 maximum)

1. Meet and aim to exceed membership and programme sales, retention and revenue targets.
2. Operation of the leisure management system, including taking till payments and assisting members with enquiries and initial bookings.
3. Ensure all prospective customers are provided a comprehensive start to their new member journey, including handling enquiries, tour of facilities and the on boarding process.
4. To complete all required paperwork and process paperwork and payments in line with internal departmental procedures.
5. Use the membership and operations systems to process sales.
6. Work with the Sales Manager to report on and provide insights into enquiries and feedback regarding the SSP's programme and services offering.
7. Deliver a high-quality customer experience to prospective, new and current members.

**N.B. The above list is not exhaustive.**