



Accounts Executive (Retention)

Company; Leaders in Sport (Executive Sport Ltd)

Reports to; Group Sales Manager

LEADERS is the premium event and content platform for leaders in world sport. Our purpose is to help individual leaders and the wider industry get better by connecting the best people, sharing the best ideas and championing excellence all over the world. With conferences in the UK, USA, China and UAE, as well as a series of specific workshops and networking opportunities, Leaders are the trusted source of insight, learning and inspiration for all decision makers in sport business.

The Role:

We're seeking an Accounts Executive to join our retention team, focused on growing the number of delegates who attend our events year after year. You will need to be an excellent relationship builder, capable of understanding delegate needs, and with strong sales skills to upsell delegates to new events within our Sport Business Series.

This is a fantastic opportunity to build a black book of long and lasting relationships with rightsholders, broadcasters and suppliers who operate in the sport industry.

Responsibilities;

- Achieve retention sales targets for our Sport Business Summit Series (New York & London)
- Achieve agreed KPIs around phone activity, client meetings (where appropriate) and pipeline management
- Nurture accounts throughout the year to achieve upsell targets by;
 - Proactively developing new contact relationships within existing accounts
 - Upselling delegates to other events in the Sport Business Series
- Accurate and timely reporting of weekly and monthly sales performance to the Group Sales Manager
- Manage incoming enquiries and convert them to sales
- Excellent management of our CRM system Salesforce, including accuracy of data input, logging of call activities and comprehensive call notes
- Work closely with our marketing team to develop new and innovative ways of communicating to our database
- Work closely with our CRM team to uncover new opportunities
- Attend Leaders events and external industry events (some out of work hours)
- Proactively and continually learn about the sports industry
- Work collaboratively with all other departments
- Act as an ambassador for the Leaders brand at all times
- Support the company on other tasks for the business as and when required



The successful candidate MUST;

- Have at least 6-12 months sales experience, preferably but not essentially in the sports industry
- Be an excellent communicator and persuasive negotiator
- Have tenacity and a proven track record
- Have the ability to easily build rapport with clients on the phone and face to face
- Be highly organised and disciplined
- Be a self-starter, have a willingness to learn and take a creative approach to selling
- Display the Leaders values of **Collaboration, Quality, Energy, Accountability, Aspirational and Leadership**

This is a permanent, full-time role (9am – 5:30pm) based in our offices in Wimbledon.

If you are interested, please send your CV along with a tailored covering letter to charlotte.boize@leadersinsport.com