



Senior Business Development Manager – Enterprise Sales

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 physical and digital conferences taking place across 3 continents, 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:

Focused on generating new business, managing and upselling existing accounts in order to grow our sponsorship, exhibition and advertising revenues across the entire Leaders portfolio. Your client patch will be at the Enterprise level within Leaders sales structure as defined by those accounts that have spent between £10k - £50k with Leaders in the past or have been identified as clients who has this level of budget spend. We are looking for a confident individual who is excellent at sourcing new quality leads, a great relationship builder, able to communicate effectively, capable of understanding sponsor needs through effective questioning. 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.

Key Accountabilities:

- Generating revenue and achieving sponsorship, exhibition and advertising sales targets for our Sports Business events and content
- Achieve agreed KPI's around phone activity, client meetings (where appropriate) and pipeline management
- Build strong relationships at all levels and navigate multiple touchpoints with decision makers
- Lead source effectively and constantly develop new client opportunities to convert into revenue
- Working closely with the account management team to ensure clients are serviced properly to help secure renewal business
- Manage incoming enquiries and convert them to sales
- Working independently and as part of a bigger team
- Excellent management of our CRM system SalesForce, including accuracy of data input, logging of call activities and comprehensive call notes
- 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 learning about the sports industry
- Work collaboratively with all other departments and provide market feedback to the product teams
- Act as an ambassador for the Leaders brand at all times

Ideal Candidate:

- Have 4-6 years of successful 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

What we can offer you:

- A fast paced, dynamic environment where you will be exposed to all facets of a small-medium sized business
- Opportunity to have an impact immediately
- Flexible working



- An enhanced benefits package including;
 - Heavily subsidised gym membership
 - 26 days holiday per year + 1 additional for every 2 years' service
 - Simply Health membership
 - Cycle to work scheme
 - Interest free season travel ticket loan
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- Global travel an option (in a post pandemic world!)
- Regular company socials, with a focus on supporting the wellbeing of staff throughout the year
- A competitive base salary between £40,000-£47,500 GBP with a tiered commission model based on performance (OTE of c.£65,000 in year one)

If you are interested, please send your CV along with a tailored covering letter (*both documents are required*) to careers@leadersinsport.com. Please include the role title in the subject line.

Applications close: 31st January 2022

