

PEs/Tours Sales Business Developer

Purpose:

The PEs/Tours Sales Business Developer drives revenue for the stadium's private events (MICE) and tours by actively generating new business, managing sales pipelines, and supporting the execution of corporate bookings. The role combines sales activities, client engagement, and data-driven insights to maximize bookings, improve conversion rates, and supports the strategic goals of the private events team.

Key Responsibilities:

- Identify and generate new business for private events (MICE) and tours through research, outreach, networking, and attendance at industry events.
- Build and maintain a strong sales pipeline, tracking prospects through the full sales cycle from initial contact to event confirmation.
- Develop and maintain relationships with clients, including leading site visits and providing expert guidance on event solutions.
- Prepare tailored proposals that align with client objectives, event requirements, and stadium offerings.
- Monitor market trends, competitor activity, and client feedback to identify opportunities for growth and new revenue streams.
- Collaborate closely with internal teams, including operations, F&B, and event services, to ensure seamless event execution.
- Track and report on revenue targets, sales forecasts, and pipeline progress to senior colleagues.
- Provide market insights and client feedback to support continuous improvement of products, services, and sales strategies.

Experience Minimum Requirements	Education Minimum Requirements
<ul style="list-style-type: none"> • 4 - 5 years of experience in sales focused on private events and customer relationships. 	<ul style="list-style-type: none"> • High school, diploma or vocational training in sales and marketing.