

## Premium Sales Business Developer

### **Purpose:**

The Premium Sales Business Developer is responsible for generating new business revenue across the stadium’s premium hospitality portfolio through targeted business development and client engagement activities. The role focuses on building and managing a strong sales pipeline across all premium products, maximizing event-by-event sales opportunities, and driving consistent achievement of revenue targets.

### **Key Responsibilities:**

- Drive revenue generation across the stadium’s premium hospitality portfolio, including seasonal and event-by-event premium offerings.
- Build and maintain a structured sales pipeline through targeted outreach, sales campaigns, and lead generation activities.
- Track sales opportunities and provide regular updates on pipeline progression, client engagement, and revenue forecasts to the line manager.
- Develop tailored client proposals and presentations that support premium product sales and maximize revenue opportunities.
- Maintain accurate records of client interactions, sales activity, and opportunities within the CRM system.
- Provide clear and professional communication with clients, ensuring a high standard of customer service throughout the sales process.
- Support client engagement initiatives, including matchday hospitality, networking opportunities, and relationship-building activities.
- Represent the stadium at industry events, trade shows, and networking functions to promote premium hospitality offerings.
- Maintain an organized schedule of sales activities, meetings, and follow-ups to ensure consistent prospecting and pipeline development.

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