



Sponsorship Executive

Job purpose

This is a quota bearing role generating revenue for the Law Society through packaging and selling Sponsorship opportunities to Commercial Partners of the Law Society. Delivery of personal target and team target and contributing towards an overall revenue budget for the group

Key Accountabilities:

- Achieve and exceed personal and team targets through creative packaging of sponsorship options
- Make most effective use of time to maximise sales from outbound and inbound calls
- Identify and canvass competitor and other new business leads, print, events and online, with demonstrable results □
- Conduct face to face visits to develop solid business relationships
- Update the sales pipeline daily
- Use Sales CRM efficiently to ensure accurate records are kept and to be able to readily share market knowledge
- Record and analyse sales revenues, as requested, to inform management on business and market progress
- Communicate in a professional manner, to form strong business relationships
- Contribute to ongoing account development planning to ensure the Sponsor is getting value from the relationship.
- Work within a team of up to four sales people, reporting into the Head of Partnership & Sponsorship
- Cold canvassing and relationship building, with the degree of contact ranging from one-off calls to some longer-standing partner relationships
- Telesales and face to face communication to decision-makers



The Law Society

Knowledge, Skills & Experience

Essential

- Experienced sales background
- Knowledge of using a sales CRM system
- Demonstration of hitting monthly, quarterly and annual targets
- Experience of hitting sales call KPIs
- Experience of exceeding agreed sales targets
- Proven experience of sourcing leads and canvassing new business in a competitive market with demonstrable results.
- Proven ability to develop business relationships to a senior level
- Excellent confident and articulate telephone manner demonstrating confidence and fluency
- Ability to work to multiple opportunities, deadlines, frequently under pressure
- Excellent written and verbal communication skills
- Customer-focused, ensuring the best possible offering for customers' needs
- Numerate to be able to quote prices and calculate discounts confidently
- A self-starter, capable of working under own initiative with drive and enthusiasm
- Good attention to administrative detail with strong organisational skills

Desirable

- Experience of the legal market
- Experience with working in a deadline-driven environment (event and/or print schedules)
- Proven experience selling sponsorship options gained in a professional or business environment
- Specialist media sales training, including negotiation skills, undertaken
- Objection-handling in sales calls

