



Inception Group

www.inception-group.com

SALES MANAGER

Status: Full Time contract | Pay: Negotiable depending on experience | Location: Victoria, London

Who are Inception Group?

Inception Group is a fun, creative and dynamic company founded in 2009 by entrepreneurs Charlie Gilkes and Duncan Stirling. The company operates a group of unique bar, restaurant and club concepts in South West and Central London.

Our venues are all unique, well reviewed, destination venues: Mr Fogg's Residence, Mr Fogg's Tavern, Mr Fogg's Gin Parlour, Barts, Cahoots, Bunga Bunga, BungaTINI, Beaver Lodge and Maggie's, with more launching each year.

All venue design work is carried out internally to ensure strong and consistent branding and communication.

Sales Manager

Position: Sales Manager, various venues

Salary: Negotiable dependant on venue

Responsible to: GM

Holiday: 28 days including Bank Holidays

Hours of work: 45 including minimum 3 nights in venue

Looking for Sales Managers to sell table, function, event and celebration space within innovative hospitality venues across London. Experience of generating leads, driving conversions and striving to exceed targets essential. Self motivated but team player - you will work within a team to drive footfall to a dedicated team of service professionals.

Key Responsibilities:

- Generate sales leads in the local event community
- Generate sales leads in the local business and domestic community
- Generate sales leads in the wider function and destination market
- Record and drive conversions on table, function and event bookings
- Use CRM software to develop customer profiles and drive post visit actions
- Help build a database of guest information through creative research
- Communicate effectively with ops team on important guests
- Where applicable host and entertain VIPs
- Communicate effectively with ops team on first timers for individual attention
- Identify potential candidates for venue membership and Inception Insider status
- Develop a wide network of ambassadors and advocates for the business
- Establish effective relationships with local hospitality businesses – be a 'face' in the local area
- Attendance at weekly management meetings; monthly sales / P&L meetings and quarterly planning meetings
- Briefing all HQ departments on requirements for site activity
- Work closely with Events Manager / Department to generate leads, conversions and event delivery
- Work closely with Reservations and CRM on driving repeat business to the venue
- Work closely with Central Marketing on activity for upcoming nights
- Work closely with Central Marketing on ideas for internally promoted nights
- Work closely with Central Marketing to ensure industry leading social media
- Work closely with Central Marketing and design on occasions such as Christmas, NYE, headline performers and bank holidays

- Where applicable drive sales team to agreed targets on leads, conversions and sales
- Be aware of budgets, daily sales and variances
- Be aware of upcoming bookings and nights of particular concern
- Identify ongoing and historical trends in patterns of trade and work closely with ops, reservations and CRM to address
- Produce weekly and monthly sales plans
- Produce post event / centrally marketed night ROI reports
- Produce accurate reports of contacts made, leads generated and conversions
- Network, network, network
- Develop business and sales opportunities through an improved understanding of your venues local community
- Establish venue as key destination for local networking, charity or community events
- Communicate all relevant shift info at session briefings
- Regular communication with head chef and bars managers on pre-orders and bookings
- Communicate any issues you believe hold back sales to the GM
- Developing a database of corporate clients – and their PAs
- Pushing premium experiences at all times and using bolt ons to maximise spend
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How to apply:

Email robin@inception-group.com with your CV, portfolio and covering letter.