



 **Inception Group**

www.inception-group.com

SALES MANAGER - VARIOUS SITES

Responsible to: Operations Director
Holiday: 28 days including Bank Holidays
Hours or work: 45 including minimum 3 nights in venue

Who are Inception Group?

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

Our venues are all unique, well reviewed, destination venues: Mr Fogg's Group, Barts, Cahoots, Bunga Bunga, BungaTINI and Maggie's, with more launching each year. The number of themes allow for a huge variety in styles and design from one project to the next.

All venue design work is carried out internally with the feel of an in-house agency, to ensure strong and consistent branding and communication. The department works side by side with energetic marketing and venues teams.

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

Company Culture

- "Impossible" is not part of the Inception Group vocabulary, everything is possible!
- The company hires people who push themselves, who want to be stretched and challenged daily.

How to apply:

Email careers@inception-group.com with your CV and covering letter.