

## Job Description

Job Title: Sales Leader	Ensc3, £21,223 per annum + 10% Commission  40 hours per week
Enable Leisure & Culture	Service: Enable Leisure and Sport Services
Responsible to: Retention Manager	

### Job Purpose

- Day-to-day management of generating leads, booking appointments and driving sales of all gym memberships
- Ensure a delivery of an unparalleled service to our members, motivate staff, keep track of marketing budget, and work alongside the retention manager, assistant managers and centre managers to achieve targets

### Main Duties and Responsibilities

#### Members & Our Product:

1. Exceptional customer service skills, that can work hard as part of a team to drive sales, whilst developing a fun environment delivering exceptional service to our members
2. Welcome all new members into each club and ensure they receive a personalised introduction to the fitness areas, so every member feels at home
3. Ability to interact and engage with sales prospects on the phone, in email, in person, promoting the enable leisure & culture brand
4. Understand the fitness products in detail and the customers' needs
5. Maintain an in-depth knowledge of all centre operations, especially the group exercise timetable and the personal training provision

#### Leads, Sales & Targets:

6. Responsible for ensuring each club hits its target for number of leads, appointments booked, tours given sales closed each month
7. Create a fun lead generation and sales environment with each team with events and challenges for staff
8. Maximise membership revenue through recruiting new joiners and aim to achieve and exceed membership sales targets and KPI's (daily, weekly and monthly)
9. Lead on responses for all online enquiries and ensure prospects are followed up promptly with accurate and bespoke information

### **Marketing & Communications:**

10. Use digital (social media and website) to generate leads and drive sales
11. Generate awareness of each club in the local catchment, and be proactive in generating new leads through current members and outreach activities outside each club to reach commission targets
12. Responsible for the promotion and marketing of the facilities using appropriate publicity and writing a site marketing plan, to maximise the use of the facility
13. Leading, coaching, developing, supporting and inspiring all staff

### **Finance & Reporting:**

14. Responsible for collecting, monitoring and reporting user figures for all sites as required.
15. Developing longer term financial forecast through detailed business planning

### **Other:**

16. Assisting with restructuring gym layouts when required to ensure optimum usage of space
17. Ensure all gym equipment is working and that faulty equipment is reported and dealt with swiftly
18. Support and cover small functional training sessions and classes when required
19. The post holder is required to carry-out any other duties required that are commensurate with role of this role Manager within Enable Leisure and Sport, including:
  - i. Responsible for adherence to the Enable Leisure & Culture Equal Opportunities policy in respect of both the staff and delivery of services to service users and the public.
  - ii. Responsible for adherence to the Enable Leisure & Culture Safeguarding policies in respect of both the staff and delivery of services to service users and the public.
  - iii. The post holder is required to work on a shift basis, including evenings and weekends and may be required to work at other sites with Leisure and Sport Services as directed by management.
  - iv. The post holder must be willing to travel and work at different locations around the borough.

- v. Attend meetings and represent enable Leisure and Culture as necessary.

### Person Specification

Job Title: Sales Leader	Grade: Ensc3, £21,223 + 10% Commission
Section: Enable Leisure & Culture	Department: Enable Leisure & Sport
Responsible to: Retention Manager	

<b>A - Application form</b> <b>I – Interview</b> <b>T – Test</b> <b>C – Certificate (original evidence)</b>	
Requirements	Assessed by A & I/T/C
<b>Knowledge</b>	
1. An understanding and awareness of current industry trends in relation to fitness.	A & I
2. Good working knowledge and experience of using IT applications including Outlook, Word, Excel and Access.	A & T
<b>Experience</b>	
3. 2 or more years' experience in sales and fitness or related industry	A
4. Proven success in leading, training and motivating staff to generate leads and sales	A & I
5. Experience of working in a sales environment, taking responsibility for targets, driving leads and generating sales	A & I
<b>Skills</b>	

6. Able to plan marketing & communications, use social media and websites to drive leads and sales and monitor performance to produce reports	A & I
7. Strong lead generation, appointment bookings, tours and sales driving strategies and knowledge.	A & I
8. Passion for delivering the right service to every prospect and member, making a difference in their lives and being the greatest brand ambassador	A & I
9. Ability to communicate effectively at all levels with good oral, written and interpersonal skills; including experience of dealing with customers in a service environment.	A & I & T
10. Ability to prioritise workload, managing several projects simultaneously whilst still meeting deadlines	A & I
11. Evidence of competent administration, finance and organisational skills, good numerical, skills to track lead and sales trends and budget forecasts.	A & I & T
12. Ability to follow and apply policy & procedures and guidelines efficiently and effectively in the course of day-to-day work and to work in an organised, structured way to achieve deadlines.	A & I
<b>Qualifications</b>	
13. Level 2 gym qualification or equivalent	C
<b>Special Requirements</b>	
14. Able to work unsociable hours including evenings and weekends as required.	A
15. Understanding of the multi-racial community in Wandsworth and the implications for service delivery in general and be able to work with all sections of the community including young people, older adults and people with disabilities.	A
16. Understanding of safeguarding and the implications for service.	A