

PGL Beyond Job Description



Teamwork



Quality



Safety



Respect



Inclusivity



Fun

Job Title: Sales Team Leader

Reporting to: Groups Sales Manager

Main purpose of the role

Lead a sales team to maximise profitable sales for PGL, within the Education & Groups market. Taking actions to create a high performing and engaged sales team, accountable for delivering an exceptional sales and service experience to existing and prospective customers.

As part of PGL Beyond you'll be creating unforgettable learning and adventure experiences that make a real difference to the lives of young people. Our incredible team has always been the secret to our success. Our people are our future and we take great pride in matching your hard work with a promise to look after you and your career.

Responsibilities

Delivery of Sales Results – ensuring achievement of sales targets within a given geographic region

- Plan and prioritise team workloads effectively to maximise sales opportunities with new and retained customer groups, providing hands-on support where needed, and addressing customer queries promptly.
- Set clear targets for the team on a weekly, monthly, and annual basis with the Sales Manager, ensuring visibility and monitoring of performance against these targets.
- Understand and drive results across a broader range of KPIs, utilising tracking and reporting systems to monitor performance, identify areas for improvement, and highlight successes.
- Respond promptly to team queries and referrals, including evaluating and authorising booking discounts and non-standard requests in alignment with the Sales Manager and Business Managers.
- Proactively identify opportunities to enhance sales performance for both new and existing business, implementing strategies agreed upon with the Sales Manager or Business Managers, and ensuring timely collection of payments with proactive measures for overdue payments.

Develop a high performing and engaged team

- Coach and mentor sales team members to promote positive sales and customer-centric behaviour, conducting monthly call-coaching sessions and performance reviews with each Sales Executive.
- Support regular huddles for effective communication within the sales team and deliver comprehensive induction training for new recruits.
- Organise ongoing training sessions to enhance skills of existing team members and participate in the recruitment process working with the Sales Manager.

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- Implement incentives, celebrate team and individual successes, and maintain open feedback channels with the team and customers, conducting regular performance reviews and addressing under-performance promptly and effectively.

Develop a “better, faster, simpler” ethos within the Sales Team, to deliver an exceptional sales and service experience

- Identify and address performance issues promptly within the sales team, fostering a culture of continuous improvement where challenges are actively addressed and solutions are implemented.
- Propose and implement improvements in work organisation and procedures for the sales team, encouraging collaboration and sharing best practices with colleagues across various business areas, especially customer service teams.
- Maintain relationships with peers and colleagues across PGL, ensuring alignment on improvement initiatives and sharing best practices to enhance overall effectiveness and efficiency.

Develop and maintain an in-depth knowledge of PGL products; Marketing activity; competitor activity

- Stay updated on PGL's marketing strategies and promotions to provide accurate information to team members and customers, ensuring effective communication of offerings.
- Monitor competitor activities closely and share insights with relevant teams, fostering awareness and proactive response to market dynamics.
- Follow developments in the education and youth travel sector, attending meetings, launches, and training sessions to align strategies and offerings with market trends.

Other responsibilities

- Actively seek feedback from peers, colleagues, PGL managers, and team members to drive personal development, implementing suggested improvements.
- Manage key stakeholders and foster inter-departmental relationships across PGL, ensuring adherence to health and safety standards and promoting equality in operational practices and attitudes company wide.

Useful Information

Our Education Sales function is transforming to better position us to assist the business as we move into the future. As such, our roles are likely to evolve. Therefore whilst this job description provides an overview of the main duties, it is not intended to be exhaustive and it is anticipated that the contents will change over time whilst remaining within the broad remit of the role.

Person Specification

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Education, Experience & Achievements	Essential	Desirable
Experience in a sales environment with the ability to work towards targets	✓	
Experience dealing with customer complaints	✓	
Previous experience of working with schools and groups or within other travel industry sectors	✓	
Experience of dealing with customers via telephone and email	✓	
Experience in a customer service role – must have the ability to listen to customers and proactively seek to meet their needs	✓	
Experience in successfully managing people	✓	

Skills & Knowledge	Essential	Desirable
The ability to work unsupervised and as part of a team and to adhere to strict deadlines	✓	
Keen attention to detail	✓	
Computer literate with experience of Word and Excel	✓	
Excellent oral and written communication skills	✓	
Confident and polite telephone manner	✓	
Strong personal organisation skills – ability and experience of effectively prioritising workloads and multi-tasking in a busy open plan office environment	✓	

Personal Attributes	Essential	Desirable
Actively listens to customer feedback and takes action where appropriate	✓	
Monitors progress against targets. Ensures resources and staff are in place to meet KPIs and objectives	✓	
Considers new or innovative approaches to resolve problems	✓	
Actively looks to improve ways of working. Identifies potential barriers to change and seeks to reduce or remove their impact	✓	
Makes sound commercial decisions, based on knowledge, experience and available information	✓	
Hold themselves and the team accountable for achieving results. Performance to target accurately monitored at a team and individual level and shared	✓	
Communicates high level goals into specific targets with passion, energy and enthusiasm	✓	

Additional requirements	Essential	Desirable
Enhanced DBS check	✓	

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Full UK drivers' licence		✓
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Additional information

Environmental & Social Governance (ESG)

You are required to uphold and champion our Better Beyond Adventure Environmental Social Governance strategy whilst assisting our B Corp certification.

This requires personal, departmental and company-wide level participation through ongoing engagement in discussions, delivery and decision-making around ESG, upholding company and department ESG goals and targets, and managing your team of ESG allies in a way that fosters a culture passionate about people and the planet.

Our Better Beyond Adventure strategy means we all have a role to play as part of our day job. This varies from team to team and by role. However, as standard it is now a requirement for each role to appreciate how they contribute to delivery of BBA across the three pillars:

- Our places, our planet
- Champions of wellbeing
- Playing our part

And by delivering our BBA goals you will also be assisting our B Corp certification and role modelling our PGL Beyond values.

Equal Opportunities/Safeguarding

We pride ourselves on hiring the best people, and recognise the importance and benefits of a diverse and inclusive team. However, the protection and safeguarding of our colleagues and the young people visiting our centres is our primary concern.

Our Values

Our company values of teamwork; quality; safety; respect; inclusivity and fun define our beliefs, and underpin everything we do. Though simple on the surface, when combined, these values create the exceptional experience that sets PGL apart for both our guests and colleagues.

'Lend a Hand'

Lend a Hand provides a valuable opportunity to gain insight into the fantastic work that our PGL centre colleagues are doing every day. During our Lend a Hand weeks, members of our Support Centre teams take time out of their normal routine to work on Centre in areas such as Catering and Housekeeping, enabling us to work closely with colleagues we don't usually work alongside in a job role other than our own, whilst also providing valuable assistance to our centres at times when they need it the most.

Right to amend

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The company reserves the right to amend the job description in consultation with the colleague to reflect changes in the role.

Job description updated on 14/11/2024.