



Milwaukee Bucks, LLC. Job Description

Job Title: Director, Premium Sales
Reports to: Vice President, Premium Sales and Service

Position Description:

The Director of Premium Sales will be responsible for generating new business revenue through suite leases, courtside, lofts, and all additional premium seating and rentals. Additionally, the position will actively participate in the strategic planning of sales campaigns, creating new premium spaces and products, personally producing revenue, as well as managing a team of premium sales executives. The Director of Premium Sales will work closely with the sales and service team to ensure they exceed sales revenue goals, ensuring the appropriate tools, processes, and training are in place.

Specific Duties and Responsibilities:

- Develop, Prepare & Execute Premium Sales business plans, sales strategies & budget
- Cultivate new business relationships to ensure revenue growth via a variety of premium opportunities, including but not limited to suite leases, courtside sales, premium rentals and premium seating
- Establish strong relationships throughout the greater Milwaukee community and surrounding communities by conducting senior-level sales presentations to support premium sales initiatives
- Collaborate with other departments to develop and implement strategies, initiatives and support materials that maximize premium leases, courtside sales and all premium rentals, and single-event revenue
- Develop written proposals for current or new business prospects incorporating research of business dynamics and understanding the potential partner's business goals
- Utilize existing relationships and networks to open new doors and create new lines of business relationships for the organization
- Accountable for personal revenue goals while also managing premium sales executives
- Provide direction on up-sells and cross-sells across other departments, specifically corporate partnerships
- Manage the activities and productivity of the department by increasing sales bandwidth and setting appropriate goals and metrics to properly measure staff performance
- Identify opportunities to innovate and create best-in-class sales techniques
- Continually manage and update individual and departmental sales pipelines, through company CRM to provide accurate, reliable information for sales forecasts
- Provide intensive coaching and development for the premium sales department
- Provide leadership and actively participate in sales meetings and negotiations
- Meet and exceed personal and department activity and revenue goals as established by the organization, with continuous detailed reporting

- Will assist sales management in understanding process bottlenecks and inconsistencies while facilitating recommendations for continuous improvement and revenue opportunities
- Track sales, pipelines, projections, day to day metrics, and focus on holding the premium sales team accountable to assure sales goals are achieved

Qualification Requirements:

- Bachelor's degree required.
- Minimum 5 - 7 years sales experience; business to business sales experience a plus
- Outgoing, energetic personality, a clear self-starter
- Strong written and verbal communication skills and skilled in negotiations and delivering an effective pitch
- Ability to manage prospects/customers and staff members with a high degree of detail to reach sales and revenue goals
- Ability to work successfully with all team departments
- Ability to work nights/weekends/flexible schedule based on game and event schedules, identifying and addressing issues in a fast-paced environment
- Proficient in Excel, PowerPoint, CRM, and ticketing systems
- Knowledge of sports marketing, hospitality inventory, and creative ways to produce revenue is a plus