



JOB TITLE: INSIDE SALES ACCOUNT EXECUTIVE (SEASONAL)

DEPARTMENT: TICKET SALES

TITLE OF IMMEDIATE SUPRVISOR: MANAGER OF INSIDE SALES

FLSA STATUS: NON-EXEMPT

TO BE CONSIDERED FOR THE ROLE:

Please apply on the Detroit Lions career page at <https://grnh.se/314915fa5us>.

POSITION SUMMARY:

The Inside Sales Account Executive (Seasonal) will be responsible for consumer & corporate account acquisition of new season ticket memberships to directly impact the growth and expansion of our customer base. This position will work within the ticketing department and contribute to long-term revenue goals that are in line with the company's overall objectives.

The position duration is from May – January, 2024.

ESSENTIAL FUNCTIONS (including, but not limited to):

The Inside Sales Account Executive (Seasonal) position will have daily responsibilities including, without limitation, the following:

- Directly prospect and sell season memberships with a primary focus on general consumers and small to mid-range businesses
- Pursue new B2C account acquisition through personalized sales presentations over the phone, in person and through various technology tools
- Promote and sell season memberships, Fan Plans, group tickets and other ticket packages
- Schedule meetings and calls to conduct presentations with prospective clients
- Seek and implement sales and service best practices for all Ford Field events.
- Cultivate leads through cold calling, face to face appointments, networking, in stadium presentation's and inbound inquiries to consistently fill the top of the funnel
- Involvement in all stages of the sales cycle from lead generation to close
- Responsible for troubleshooting any client concerns and facilitating resolutions
- Participate in non-game day sales events, offsite meetings, sales booths, including but not limited to, open houses, training camp and various sales events
- Develop and enhance relationships with prospective clients to increase growth opportunities through exceptional service and referrals
- Entertain prospects and new season ticket holders on game day and at Ford Field events to ensure strong personal relationship with client base
- Produce accurate updates on sales pipeline/prospecting activity in CRM, outside appointments, event recaps and account management
- Accountability to achieve weekly, monthly and long-term season membership and revenue goals

NON-ESSENTIAL FUNCTIONS:

- Primary focus on new account acquisition of season ticket products with flexibility to sell full menu
- Expert in prospecting and closing consumer accounts.
- Develop and maintain effective working relationship with clients, guests, co-workers
- Ability to schedule meetings and conduct presentations with prospective clients
- Will provide information to prospects in a courteous and professional manner
- Ability to effectively identify and anticipate problems and solutions in a timely manner
- Will utilize CRM system, Archtics ticketing software and various sales tools
- Ability to assess strengths, weaknesses, set goals, achieve objectives and strive to continuously build knowledge and skills of the sales profession and local market
- Demonstrate persistence, overcoming obstacles and takes calculated risks to accomplish goals
- Personally, motivated with the ability to work independently in a fast-paced team environment
- Strong oral and written communications skills. This includes the ability to listen, speak clearly and persuasively in positive or negative situations, possess excellent group presentation skills and willingness to actively participate in meetings
- Meets challenges with resourcefulness and creativity
- Ability to assess the needs of potential clients and develop recommendations
- Proven ability to work well with co-workers and supervisors in a team environment
- Will exercise good judgment and have the willingness to make decisions
- Ability to work a flexible schedule including nights, weekends and holidays
- Will accept other responsibilities and duties required by the supervisor consistent with the objectives and essential functions of this position. Such responsibilities shall be incorporated into the position description if they are ongoing.

QUALIFICATIONS/REQUIREMENTS:

- Bachelor's Degree in Business, Communications, Sports Management or related field preferred
- Minimum of 6 months professional work experience/internship required, preferably with a professional sports or entertainment venue
- Proficient computer skills including experience with MS Office products, including but not limited to, Word, Excel and Outlook and the ability to learn new programs
- Strength in time management, administrative ability, organization, and customer service skills
- Ability to communicate effectively with the public in a professional manner
- Must possess a professional attitude and demeanor
- Knowledge of sales techniques, negotiation and closing skills preferred
- Knowledge of Microsoft CRM and Archtics ticketing platform preferred, but not required
- Will adjust schedule as needed to meet goals and time constraints, including working nights, weekends, and holidays as football schedule directs



- May require work out of both the Ford Field Management Office and the Allen Park Training Facility
- A valid Driver's License and a good driving record

WORKING CONDITIONS:

Physical Requirements:

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Intellectual/Social Demands:

While performing the essential functions of this job, the employee is continuously asked to multi-task under time limits. Position requires constant attention to precise details and accuracy of specified standards including following simple to complex (more than 3 steps) instructions, and concentration which frequently extends beyond 30 minutes at a time.

This position also requires constant use of interpersonal skills including ability to communicate with others in person, via telephone, email, and via written correspondence and to accurately and professional convey information.

Physical Demands:

While performing duties of job, the employee constantly operates a computer and other office devices such as telephones, copy machines, fax machines, regularly move about inside the office to access storage areas, cabinets and office machinery; constantly communicate via telephone, email and in-person with others and exchange accurate information. This position requires the employee to have the ability to reach, bend, sit and/or stand, climb or balance, kneel, crouch or crawl. This position requires the employee to occasionally lift objects of 10-80 pounds.

Work Environment:

The duties of this position are performed in a variety of environments. Work may take place indoors in an office environment where the noise level in the work environment is usually minimal-to-moderate. Work may also take place outdoors in a variety of weather conditions, such as during pre-game events, and at football stadiums where the noise level can be very loud.

In order to do this job, the employee will need to be able to visually see and view the event from heights of 7-10 stories high.

I understand that failure to comply with all areas of this Position Description could result in disciplinary action. By signing below, I am indicating that I have read and understand all job requirements, agree to abide by them as written, and have received a copy of this document.

Printed Name of Employee

Printed Name of Supervisor

Signature of Employee

Signature of Supervisor

Inside Sales
Account Executive (Seasonal)



Date

Date