



Title: Vice President, Business Development

Location: Indianapolis, IN (Headquarter Office) or Remote Office

Job Status: Full Time Employee: Overall Company Sales – College Sales and Strategy (95%) and Event Management (5%). The job will report directly to the Executive Vice President, Business Development.

Application Process: Please email cover letter and resume to Kyle McDonald, Executive Vice President at kyle@sportsandentertainmenttravel.com.

Primary Job Duties and Responsibilities

Sales Portfolio of Schools and Relationships

All sales efforts will be in **partnership** with the President and Executive Vice President of Business Development to ensure strategic development of all accounts. We will focus on a small *client list (based on relationships)* provided along with *target clients (development)*.

- Develop, solicit, close, maintain, and service new and/or existing fan travel relationships/partnerships with universities throughout the country
 - Concentrating on both Athletics (primarily) & Alumni departments based upon fan travel oversight at the specific University
 - Build depth within existing University partnerships
 - Responsible for closing and contracting the clients to get the business
 - Provide the appropriate proposals as requested
 - Includes “cold” calls, emails, letters, etc.
- Develop, solicit, close, maintain, and service new and/or existing specialty travel (alumni affinity) relationships/partnerships with universities throughout the country. *This will be based upon a limited number of strategic universities.*
- Develop, solicit, and establish relationships with other sport/event entities (official and non-official) outside of Universities (NFL, MLB, NBA, Tennis, to name a few) as assigned by EVP
- Provide weekly activity reports to EVP detailing such items as daily call reports and office productivity, all client interaction, and future planning
- Work with the marketing team to identify potential customers, initiate outbound calls, prepare, and send email blasts, and implement other sales tactics
- Help create and maintain and update promotions and sales material necessary for sales duties using print, web, and POS
- Monitor marketplace through data compilation including competitor pricing, packages, new products, and marketing



- Recommend changes in products, service, and policy by evaluating results, feedback, and competitive developments
- Resolve customer complaints by investigating problems and developing solutions for the client, partners, and relationships
- Maintain client database or client management system (currently One Note)
- Develop products and pricing strategies for packages that can be promoted to the clients, partners, and other relationships
- Develop, maintain, and update detailed client profiles within the database on the targeted assigned schools
- Assist in developing and executing specific procedures, analyze and challenge current processes, and offer suggestions to streamline procedures within SET
- Maintains professional and technical knowledge by attending educational workshops, conference, conventions, reviewing professional publications, establishing personal networks, participating in professional societies (where applicable).

Primary Job Goals and Objectives

General

- Develop, solicit, close, maintain, and service *client list*, *target clients*, and relationships to benefit revenue growth (university focused but not limited)
 - Continued progression of small *client list* provided (*based on relationships*)
 - Continued progression of *target clients* (*development*) and relationships from prior university connections
- Lead new revenue opportunities with EVP in the university marketplace
- Develop relationships in the sports travel industry
- Investigate and develop athletic student bonding opportunities
- Assist in increasing future business, revenue opportunities to benefit strategy, and create ways to reduce costs/expenses where feasible
- Management, and EVP, and VP of Development to analyze production quarterly and will be results based
 - Increased revenue results from client list and target clients
 - Evidence of future potential from *client list* and *target clients*
 - Increased development of relationships added to activity reports
 - Overall production from the activity reports

Annually and Quarterly

- Close business that produces revenue to support the salary provided during the year (date range to be provided)
- Quarterly progression and status updates on revenue goals



- New program additions/sales from *client list* added yearly and quarterly
- New *target clients* added to portfolio with future potential with actual future revenue potential
- Reasonable but challenging and attainable specific gross revenue and net profit goals will be assigned

Monthly and Weekly

- Reporting of overall sales development on activity report to EVP, Business Development
- Monthly sales call with Management and Sales Team
- Weekly overall sales development discussion with EVP, Business Development
- Weekly general SET all staff call with updates on current activity

Other Job Responsibilities (Assigned by Management):

- Minimal assistance with operations/activation including pre-tour planning, on-site execution, and post tour follow-up throughout the year. This will include bowl oversight, management, planning, and onsite activation during bowl season.
- Extensive knowledge of GroupMinder database (POS and Reservation System)
 - Understand and update within database
 - Manage areas of the reservation system including hotel inventory, rooming lists, and additional tour reporting items
- Customer service support both in the office and on-site for events. Establishing a protective and supportive reputation toward you clients, staff, and travelers in all work-related situations
- Participate in staff meetings as needed
- Assist with other duties as assigned by the management team
- Fairly extensive travel required