



Sales Coordinator

Position Description

Position Title	Sales Coordinator Permanent Full Time
Reports to	Head of Sales
Date Prepared	04/04/2025

Role Description

The primary purpose of the position is to support the Sales Team in all sales related activities. The role centres around support with the management and distribution of sales enquiries and opportunities via telephone and the internet, liaising with internal and external stakeholders and assisting the sales team with the management of contacts, tasks, tools and materials for outstanding client management.

Key Stakeholders

External	<ul style="list-style-type: none">• Clients• Venues• Conference Organisers
Internal	<ul style="list-style-type: none">• Head of Sales• Client Relationship Managers• Operations/Events Team• Sales Coordinators



Performance Area

1	Sales	<p>Tasks</p> <ul style="list-style-type: none">• Supporting the sales team to achieve revenue budgets and business plan objectives• Working closely with the sales team to produce quality proposals, following these up in an efficient and orderly manner• Proficiently entering all leads and relevant data into Salesforce to facilitate sales processes• Ensuring all calls are answered promptly and in a professional manner• Facilitating bookings, cancellations and amendments for the sales team• Developing proposals, letters and presentations as required• Maintaining data in the Salesforce system to ensure up-to-date, accurate information on all client and sales activities• Maintaining a working knowledge of Be Challenged products and services in order to meet client expectations• Generating data reports using Salesforce, when requested• Maintaining strong relationships with clients through follow up and anniversary calls, as appropriate <p>Indicators</p> <ul style="list-style-type: none">• Demonstrate sufficient knowledge to manage day to day enquiries from all external stakeholders• Accurate entry of bookings into the system• Detailed and accurate communication of bookings to operations team Feedback from internal stakeholders with regard to efficiency and accuracy• Positive feedback from clients and other external stakeholders• Agile, timely and efficient management of competing priorities to most effectively support sales team members
2	Customer Service	<p>Tasks</p> <ul style="list-style-type: none">• Responding quickly and positively to all customer enquiries, capturing them according to established processes• Building rapport and establishing relationships with clients• Demonstrating a positive, agile and solutions-focussed mindset



		<ul style="list-style-type: none"> Delivering exceptional customer service, inclusive of a solutions focussed mindset
		<p>Indicators</p> <ul style="list-style-type: none"> Responds swiftly, warmly and professionally to customer enquiries Fastidiously explores and discusses client enquiries Confidence in knowledge of Be Challenged programs and processes Demonstrates flexibility and creativity with solutions Actions all enquiries within timeframe specified in Be Challenged processes
3	General Administration	<p>Tasks</p> <ul style="list-style-type: none"> Adherence to, and enhancement of, systems Prioritisation of competing tasks High levels of organisation Accuracy Fastidious data entry
		<p>Indicators</p> <ul style="list-style-type: none"> Adherence to deadlines Ensuring data is accurate Maintainance of administrative systems

The Person

Qualification	<ul style="list-style-type: none"> Minimum HSC or equivalent Sales or Administration training preferable Relevant tertiary qualifications desirable but not essential
Experience	<ul style="list-style-type: none"> Possible experience within a sales team Possible experience within Hospitality/ customer service Proficiency with Salesforce preferable Proficiency in Microsoft Office preferable (Word, Excel, Powerpoint and Outlook)
Skills & Knowledge	<ul style="list-style-type: none"> Team oriented Adaptable and flexible Customer and client oriented Highly relational Confident and positive in approach Strong interpersonal communication skills





Be Challenged

Build Your Buzz

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	<ul style="list-style-type: none">• Proficient in ICT• Team oriented• Adaptable and flexible
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