

JOHN ROUTLEDGE

07594 529239 | john_routledge@hotmail.com

Summary

Accomplished sales professional, target-driven and financially motivated with proven track record. Excellent communicator and listener with a down-to-earth personality who relishes in developing relationships across a wide variety of settings. Dedicated to developing a career in sales by taking on new challenges and environments. In my previous two roles, I have developed both sales and management skills which I strongly believe have equipped me to flourish within any sales environment.

Skills Profile

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| • Sales Planning | • Active Listening | • Closing |
| • CRM Management | • Rapport Building | • Lead Generation |
| • KPI Analysis | • Qualification Questioning | • Time Management |
| • Team Leadership | • Objection Handling | • IT Expertise |

Experience

Leisure Sales Manager, The Village Hotel - 09/20 to Present, Solihull.

- Led sales team to highest close-out day sales in the company (30 sites) at end of first month.
- Enhanced our site's standing in region from fourth to second by end of second month in charge.
- Overhauled CRM management throughout the sales team resulting in immediate positive impact on KPIs.

Sales Manager, Hatchford Brook Golf Club & Gym – 05/19 to 08/20, Birmingham.

- Doubled golf revenue within 12 months through the overhaul of sales strategy for golf memberships.
- Slashed gym attrition rate by 50% through implementation of member journey program.
- Vastly improved the site's sales process by introducing a 'total sales' culture across all sales departments.
- Tripled outreach and in-reach events within first six months.
- Ensured development and implementation of the site's monthly sales strategy which was broken down into a daily plan of all sales-related activity.
- Increased sales' staff productivity by setting and monitoring KPIs and reviewing them on a daily, weekly and monthly basis.
- Maximised corporate membership sales with local businesses.

Golf Operations Manager, Hatchford Brook Golf Club & Gym – 09/18 to 04/19, Birmingham

- Orchestrated the golf business in order to contribute to the strategic aim and objectives of the business.

- Empowered and motivated the customer-facing operations team which resulted in sales targets for all three revenue streams being exceeded for all seven months in this role.
- Restructured the day-to-day running of all golf operations so that both members and visitors experienced the best golfing experience possible.
- Lead a team of five so that all operational requirements were met. This was achieved by creating a dynamic and responsive team through open communication and leadership.
- Initiated staff sales training, gave 1-to-1 meetings, carried out monthly stock takes, raised health and safety standards within the department, and negotiated improved deals with retail and equipment suppliers.

Sales Advisor, Hatchford Brook Golf Club & Gym – 10/16 to 08/18, Birmingham.

- Exceeded all sales targets in final twelve months, putting monthly gym revenue at its highest ever level through daily achievement of all KPIs for lead generation, telephone calls, appointments and sales.
- Regularly top sales advisor across all company's sites in terms of total commissions and managed to consolidate month-on-month sales figures in spite of a new competitor which opened nearby
- Elevated sales' opportunities through various strategies and promotions, increased member retention through customer relations, arranged and conducted facility tours, and ensured CRM management was both accurate and comprehensive.

Education

BA (Hons) Business Studies – University of Bournemouth, England

Solihull School – Solihull, England

A Levels: Mathematics, Business Studies, Design and General Studies.

Foreign Languages

Thai	Almost fluent
French	Highly advanced
Spanish	Basic Conversation

References

Available upon request