

Dover Motorsports, Inc.

Dover International Speedway & Nashville Superspeedway

JOB TITLE: **Account Executive**
PAY STATUS: **Non-exempt**
DIVISION: **Ticket Sales**
BASE: **Nashville, TN**
NO. OF POSITIONS: **2**
DATE: **August 2017; Revised February 2019 & December 2020**

Major Focus:

An Account Executive (AE) at Dover Motorsports Inc. primary focus is to sell tickets and provide customer service to fans attending our NASCAR race weekends at both Dover International Speedway and Nashville Superspeedway. An AE must be willing and able to engage directly across a variety of platforms with current, past, and potential future customers. The AE must be knowledgeable in all services and amenities offered at the Monster Mile and Nashville Superspeedway.

The focus of this is position is three-fold:

1. To actively market ticket sales with individuals, and local and national companies to sell them on the value of attending events at both Dover International Speedway and Nashville Superspeedway. This function will comprise approximately 50% of the job duties.
2. To provide exemplary customer service, whether over the phone or in person, for fans; identifying their specific needs and likes, and offering them opportunities to enhance and maximize their event experience. This function will comprise approximately 25% of the job duties, but will touch upon every task and duty performed.
3. To perform various ticket operations responsibilities, including but not limited to ticket fulfillment. This function will comprise approximately 25% of the job duties.

Essential Functions:

- Makes outbound calls to non-current individuals, businesses and organizations to drive ticket sales as per established goals.
- Contacts current customers to renew and potentially upgrade ticket packages as per established goals.
- Completes accurate records of ticket sales activity.
- Maintains an understanding of the ticketing system for the purpose of ticket sales to search for new customer or renewal leads.
- Enthusiastically participates in sales training as provided.
- Displays an intimate knowledge of Dover International Speedway and Nashville Superspeedway and is able to verbalize that knowledge to fans in an effort to enhance their event experience.
- Researches and identifies problems on customer accounts and works with supervisor(s) to provide solutions.
- Requests and identifies specific needs of each customer and offers seats/packages that best fit the specific customer.

- Receives and processes inbound calls with the focus on providing an exceptional customer service experience, including but not limited to ticket sales and renewals, promotional packages, additional events, event specific add-ons, invoice inquiries, seat relocations, and upgrades.
- Assists with needs associated with ticket operations.
- Processes ticket purchases.
- Balances money and ticket sales at the end of each business day.
- Assists with event responsibilities regarding race day operations, including but not limited to, race weekend sales and customer service.
- Issues letters of authorization for lost tickets as approved by management.
- Provides exceptional customer service.
- Works safely, following all established safety rules and regulations.
- Communicates effectively with co-workers, supervisors and guests.
- Follows all relevant policies and procedures.

Additional Duties:

- Other duties as assigned.

Requirements/Education:

- Must possess high school diploma or GED or equivalent work experience, college preferred.
- Must be a self-starter and demonstrate initiative.
- Must possess strong communication skills (verbal and written).
- Must be outgoing and personable and able to carry on a conversation over the phone.
- Must display creativity and ability to adapt sales training and customer service methods to individual customers.
- Must be willing to assist others – customers and co-workers – and be able to work as a member of a team.
- Must be able to work under pressure of deadlines, including extended hours and some weekends required.
- Must have strong organizational skills and be able to multi-task when needed.
- Must be able to handle rejection.
- Basic math skills to balance accounts and count change/money.
- Some local travel may be required.
- Must be able to report to work on time as scheduled.
- Must be able to work weekends, holidays and nights as needed.
- Must be able to successfully pass a background check.
- Must present an overall professional appearance and report to work in appropriate attire.
- Must be able to speak, read and write English.

Organizational Relationships:

Accountable to: Director of Ticket Sales and Operations

Accountable for: N/A

The above description denotes some of the specific characteristics which are necessary to perform the principal functions of the job and are not intended to be a description of all the work requirements that may be inherent in the position.

Dover Motorsports Inc., is an equal opportunity employer