

Robert (William Peter) Saunders

Personal Profile

I am a driven, self-motivated people-person who enjoys setting personal goals and striving to achieve them. Whilst I have a competitive nature, I am also a team player and use my drive and determination to motivate and empower my team or fellow team members. I am able to apply myself fully to a new role and learn quickly. I am loyal, dedicated, honest, and have excellent customer service skills. I genuinely enjoy getting to know people and building up a rapport with them. My ability to show a genuine interest in other people has been my key USP and the reason I have succeeded in my previous roles, especially in my current role as a Senior Client Manager. I feel I am able to put people at ease with my friendly nature, and only after I know who they are and what they need, do I tailor my sales approach to resonate with the individual for a greater chance of success. I have a proven track record of this.

Key Achievements

- £360,000 sales over two years with no prior sales experience
- Level 3 Certificate in Assessing Vocational Achievement (CAVA)
- Level 3 Advanced Apprenticeship Hospitality Supervision and Leadership
- Grade 4 Singing (Distinction pass grade)
- Acting Front Office Manager at a large 4-star city centre hotel (one of the best in Exeter)
- Being invited to be the Assistant General Manager of what is now the Hotel Du Vin, Exeter (direct competitor to the Southgate Hotel, Exeter)
- Multiple employee of the month wins and employee of the year 2014 at MERCURE Exeter, Southgate Hotel
- Completing the 45 mile Ten Tors competition across Dartmoor. My team came 4th overall and I believe this success was due to good communication and team working skills

Employment History

February 2022 - Present **Watson Fuels (World Fuel Services)**
Commercial account executive

My role here is to look after a portfolio of over 600 clients who use fuel (Petrol, Diesel and Burning oil). My main objective is to ensure they use me over our competitors, as well as grow the portfolio to make as much profit as possible. I quickly learnt this job as a 4th member of what should have been an 8-member team during the fuel crisis of March 2022 and learnt the job within a few weeks. I have progressed since then to be a go-to for new starters delivering training. I have won the loyalty of many customers who had been neglected due to staffing issues with a number choosing me over competitors even if higher priced, as well as two of my large customers even haggling me up if I am cheaper than the competition. This is due to my friendly approach and the genuine interest I show my clients. I have to communicate with planning teams, drivers, buyers and arctic lorry planners as well as manage the expectation of my clients to ensure the smooth delivery of their fuel while making as much money as possible. I have learnt how to 'read the market' taking educated risks to beat the competition and prevent being left behind making sure I win profitable orders, where a competitor may not.

April 2017 - February 2022 **Morphsites Ltd**
Digital Marketing Assistant > Client Manager > Senior Client Manager

In my role as a Digital Marketing Assistant, I learnt about the technical aspects of websites and how to promote and improve them for search engines using specialist tools and knowledge. The owners of the business quickly recognised my people skills and soon placed me into a client facing role. After being promoted to Client Manager, I was personally coached by the co-founders. I soaked up their knowledge and experience and applied it to my role, forming relationships with clients while learning how their business works. The owners recognised my natural ability to make people feel comfortable and then sell to them, focusing on the benefits we bring rather than on my sales figures. I was promoted to Senior Client Manager and now deal with most incoming enquiries and have a conversion rate of 66%. I have a keen eye for opportunity and use this when I am talking to clients during calls, always looking for sales opportunities based on what the client needs. Using this approach, I instill trust in my clients, because they always know I am selling to them with their business interests at heart.

- Cultivating and nurturing ongoing client relationships
- Looking for sales opportunities in existing accounts and presenting these to clients
- Looking for new clients, cold calling via phone and in person visits
- Client meetings both in person and via video conferencing on a regular basis
- Finding and scoping out solutions to clients' business needs and problems
- Writing detailed specifications and contracts
- Liaising with the project management, design and development teams to effectively hand over projects
- Working to strict deadlines and ambitious sales targets
- Excellent understanding of technical aspects of websites and the ability to translate this in a jargon free way to clients
- Obtaining estimates and creating quotes
- Managing and prioritising my own workload
- Dealing with client support issues and complaints

May 2016 - Babcock International Group
April 2017 Vocational Learning advisor

My success at Babcock was down to my fully applying myself to the role and being dedicated to learning all aspects thoroughly. I completed a Level 3 Advanced Apprenticeship (Hospitality Supervision and Leadership) with Babcock International while I was at the Magdalen Chapter Hotel and was subsequently invited to apply for a role as an assessor. I quickly grasped the role and received constant commendation from all team members involved in my development on how quickly I grasped things and on my positive and accepting attitude. Just prior to leaving, I was selected to be trainer for new starters in the South West region.

- Managing a caseload of up to 45 individual learners each with their own learning styles and level of motivation
- An excellent understanding of the CAVA process. I achieved the Level 3 Certificate in Assessing Vocational Achievement (CAVA)
- Ability to motivate underachievers to continue their qualification
- Ability to remain neutral in difficult situations
- Ability to show discretion when dealing with confidential information
- Use of an electronic diary system to manage my diary
- Keeping well organised and ensuring punctuality at all times
- Required to achieve a number of self-generated starts which required promoting the brand at all venues I enter. This was monitored against KPIs
- Time management and flexibility to adapt to ever changing learner circumstances. I also had to be flexible in identifying holistic assessment opportunities which required an eye for detail
- Changing my training / assessment delivery based on individual learning styles to ensure the qualification was relevant and to keep learners motivated
- Attention to detail in all administrative tasks. Writing up plans for each unit to be assessed, and detailing any progress made

August 2015 - The Magdalen Chapter Hotel, Exeter (Now Hotel Du Vin Exeter)
May 2016 Reservations and Events Coordinator. (Maternity Cover)

- Ability to keep well organized and to delegate effectively under high stress and workload
- Manage many conflicting workloads including, but not limited to, phones, fax and email
- Answering calls in a professional manner
- Using and adapting a variety of 'phone personalities' to sell the product to any guest, under any circumstance
- Influence front office team to deliver better customer service
- Work to both weekly and monthly reservation targets
- Remain professional at all times in all areas of communication both inside and outside the organisation.
- Time management

January 2015 - Mercure Southgate Hotel, Exeter
August 2015 Assistant Front Office Manager

The senior management recommended I take the position and it was my opportunity to strip the department of complex and unnecessary procedures. My personal objective was to go back to basics so that we could build the team from scratch. I introduced the following:

- Shift checklists to ensure work was completed at every shift. This enabled the team to work in a structured way increasing efficiency and reducing stress
- Standard operating procedures for every necessary job on the checklist
- Incentives for three separate areas of sales (upselling extras). I developed a simple way of tracking each item a member of my team upsold to a guest. I was the first to introduce this procedure and it helped the team to generate an extra £5K per month at the reception desk alone.

Other aspects of this role included:

- Managing the entire front office team
- Motivating and driving team members to sign guests up to our loyalty program with national targets to meet each month
- Participating in management meetings
- Representing the hotel at local events
- Attending and participating in interviews
- Dealing with escalated complaints
- Decision making in high pressure situations
- Creating rotas
- Prioritising conflicting workloads

October 2014 - January 2015 **Mercure Southgate Hotel, Exeter**
Guest Services Team Leader

- Encouraging and motivating team members
- Leading by example
- Creating a training program model that is used in the training of new receptionists
- Training new receptionists
- Conversing with guests to ease frustration with waiting times at the front desk
- Full duty management shifts
- Management of lost property for the hotel including the creation of a tracker to effectively record and monitor lost property

July 2013 - October 2014 **Mercure Southgate Hotel, Exeter**
Receptionist

- Meeting the very high customer service expectations of guests while staying calm and demonstrating high levels of self control, diplomacy and confidence
- Decision making using my own initiative when working alone
- Use of Office applications
- Dealing with different, new and unexpected telephone, email and face-to-face enquiries regularly using all available means to hand
- Received training and certificate from Signature Worldwide - who train staff working at the Ritz and The Four Seasons Hotel Group - in customer service and up-selling skills
- Assisted in the training of new receptionists
- Received Employee of the Month on four occasions
- Ability to quickly assess situations and act accordingly
- Adapting to a wide range of personalities in order to make all feel welcome
- Providing a consistent level of service
- Meeting sales targets and up-selling
- Use of filing systems
- Working with different departments and head office
- Adhering to strict company policy and legislation
- High standard of dress and grooming

May 2010 – July 2013 **THE GIPSY HILL HOTEL, Exeter, Devon**
Reception and Front of House

February 2010 – **THE ASHBURY GOLF HOTEL, Nr. Okehampton, Devon**

April 2010	General Hotel Operations (Front of house, shop sales, bar work etc.)
March 2008 – February 2010	THE ASHBURY GOLF HOTEL, Nr. Okehampton, Devon Overnight Duty Manager (Night Porter)
August 2007 – March 2008	THE MANOR HOUSE HOTEL, Nr Okehampton, Devon Wine Waiter / Activities coordinator
July 2005 – Aug 2007	THE MANOR HOUSE HOTEL, Nr Okehampton, Devon Waiter