

**Deputy Manager, Sales**

Reporting To: Sales Manager  
 Functional: Sales & Marketing  
 Scope: Sales Office  
 Grade: FM 2

Main internal contacts Executive leadership for Fortune Park Hotels Ltd  
 Sales Team  
 Human Resources team  
 Unit Finance Team  
 Unit Front Office Team  
 RSOs  
 Unit Sales Teams  
 RSMs  
 Operations teams- Managers at CHQ and General Managers  
 Owners/ OB Reps of Fortune Properties  
 Staff at various Fortune Hotels.

Main external contacts Industry and non-industry Associations / Forums  
 Corporates  
 Embassies / Trade Commissions  
 TMC  
 Wedding Planners  
 Event Management  
 Companies  
 PCOs  
 PSUs  
 Associations  
 Production Houses  
 Industry and Non Industry Forums  
 Trade and Industry associations

**Main objective / Context**

S/he aims to achieve sales revenue goals in the leisure market set by the Corporate through specific sales strategy implementation

## Main responsibilities & duties

### ■ Key Deliverable/ Result Area

- ▶ Responsible for Room Sales of the allocated hotels
- ▶ Identify new markets and business opportunities and increase sales
- ▶ Represent Hotels in various events
- ▶ Implements all sales action plans related to my market areas as outlined in the marketing plan.
- ▶ Conducts daily sales calls and arrange site inspection trips to hotels by corporate clients.
- ▶ Maintain close business relationships with existing clients through key sales activities.
- ▶ Maintaining a high level of exposure for the hotel in major market areas through direct sales solicitation, telephone, Social media or any other written communication.
- ▶ Conducting competitor surveys and recommending strategies based on market intelligence.
- ▶ Acquiring and developing new business accounts and preparing sales proposals for clients.
- ▶ Closely following up on all business leads within a 24 hour response timeline to clients.
- ▶ Attending all department and hotel meetings as necessary.
- ▶ Targeting key accounts potential for the company
- ▶ Focus on Acquisition of new business, to grow potential accounts from existing value to its true potential.
- ▶ Map the requirements of enterprise clients and providing them the best solution
- ▶ Achieve sales objectives, revenues by selling, up selling and cross selling varied offerings including branding options.
- ▶ Customization of the training modules for the existing clients by maintaining good relationship thereby enhance usage.
- ▶ Sales Analysis, Usage review and planning vis-a-vis product analysis on a Quarterly basis to arrive at action plan
- ▶ Closely monitoring competitor activities and assisting in planning counter strategies
- ▶ Sales management to drive both volume and value business

### ■ Dealing with customer enquiries and aiming to meet their expectations

- ▶ Overseeing the smooth, efficient running of the business.
- ▶ Constantly motivating the team to hit their targets and ensure company profitability;
- ▶ Meeting regularly with Sales team and the ops team to give them sales figures and plan how they approach their work
- ▶ Meeting Leadership team who advise on strategy and finding out about any local issues and future trends
- ▶ Communicating with sales consultants and providing encouragement, help and advice;
- ▶ Dealing with disciplinary matters and customer complaints.

### ■ Stake holder / Owner management

- ▶ Being in touch with owners / owning board / OB representative on regular basis.
- ▶ Ensuring that the FPHL Value Proposition to the OBs/ Units are delivered and also adequately marketed/ communicated to the OBs.
- ▶ Having regular informal conversations with the owners and handling their issues sensitively adopting a win-win approach.
- ▶ Encouraging OBs to adhere to the terms of the agreement.
- ▶ Ensuring that the Outstanding with the Units do not go beyond 40 days from the invoice date.

- **Driving top line delivery of hotels**
  - ▣ Driving Top Line for all the Hotels
  - ▣ Driving assigned targets

**Technical skills**

Business Skills	<p>Strong Market understanding</p> <p>Ability to carry unit level interactions with clear understanding and action points relevant to hotel micro market, which can be then framed as action points</p> <p>Ability to work collaboratively and build relationships with employees across levels including people working at managed properties</p>
Computer Skills	<p>Advanced PC skills including Word, Excel, PowerPoint and Outlook. Should be able to independently create business case presentations, detailed excel reports/ analysis for internal/ external stakeholders</p> <p>Should be able to use Sales Force automations and drive utility.</p>
Communication Skills	<p>Demonstrated effectiveness in written and verbal communication</p>
Business Travel	<p>As and When required</p>

**Education/Experience**

Education	<p>Master's in Business Administration, IHM, Graduation, Certificate programmes in Revenue Management will be additional advantage</p>
Experience	<p>3 + years of experience in handling Unit and Regional sales</p> <p>Experience in handling team and driving collective results</p>

**FPHL Leadership competencies**

**STRATEGIC MINDSET**

- Demonstrates foresight
- Demonstrates conceptual ability
- Displays ability to sense emerging changes.
- Spots trends and patterns and identified key issues from a mass of data/information.
- Grasps information quickly; picks up nuances, subtleties.
- Understand hoe his/her role impacts others in the function.
- Displays a logical thought process in day to day operations.
- Information from diverse sources to make effective ground level decisions.
- Recognises implications of decisions and alternatives.

**CUSTOMER FOCUS**

- Can see things through the “eyes of the customers.”
- Is aware of internal and external customer needs.
- Has a fair understanding of the business.
- Looks at work issues from the customers’ point of view.
- Is always pre-occupied with delivering the value preposition of the business.
- Displays an understanding of the existing infrastructure, processes and tools used to deliver quality products and services.  
Is able to discern the various elements of the company’s competitive vis a vis competition

**MAKING THINGS HAPPEN**

- Energetic, competitive, persuasive and results oriented.
- Has knowledge of internal and external resources.
- Come up with fresh ideas.
- Demonstrates a high degree of preparedness.
- Displays a good planning, organizing, prioritizing and monitoring skills.
- Displays cost consciousness and an overriding desire to get best value for money spent.
- Takes regular feedback and guidance to successfully achieve planned outcomes.
- Exhibits initiative in taking on higher responsibilities and works beyond his area.
- Contributes meaningfully to discussions involving his/her area.
- Uses mistakes as learning opportunities. Is open to feedback.
- Enhance knowledge /skills base on an ongoing basis.
- Execute all relevant compliances and documentation within prescribed schedules.

### LEADING CHANGE

- Enthusiastic about changes
- Is imaginative
- Thinks out of the box
- Can quickly comprehend the need for the change.
- Open minded when presented with the new perspectives.
- Is comfortable with and gets used to new situations easily.
- Is able to identify and remain focuse4d to achieve desired results even in unstructured situations.
- Asks questions. Challenges and suggests alternatives and more effective ways executing tasks.
- Listens attentively. Shares appropriate information.
- Relates to people at all levels.

### PEOPLE LEADERSHIP

- Participative, open minded and receptive
- Understands the needs/interests and attitudes of others.
- Is perceptive of non-verbal behavior.
- Is confident but not arrogant.
- Involves in the resolution of problems.
- Brings energy and direction to activities.
- Shares experiences and information with team members.
- Demonstrates commitment to the team and supports team decisions

### STAKEHOLDER MANAGEMENT

- Understands the expectations and desires of various partners (property Owners and Owning Boards) and translates them effectively into business goals.
- Displays thorough understanding of business goals and alignment with these.
- Nurtures strong business partner relationships with key vendors/suppliers at a strategic level.
- Maintains a valuable network of contacts across business areas to drive and support initiative.
- Maintains a healthy and on-going professional relationship with OB representative and ensures open communication.
- Is able to safeguard company interest while managing Owner's tactfully.

## Acceptance of Position Description

I, \_\_\_\_\_, have read and understood the contents of this document and have gotten my questions pertaining to the role answered.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_