

Assistant Manager, Travel Trade & Leisure Sales

Reporting To:	Regional Manager, Sales
Functional:	Sales & Marketing
Scope:	Sales Office
Grade:	FM 1
Supervises:	None

Main internal contacts	Executive leadership for Fortune Park Hotels Ltd Sales Team Human Resources 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 Travel Agents Consolidators TMC Industry and Non Industry Forums Trade and Industry associations

Main objective / Context

The Sales Manager 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 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.
- ❑ Maintain 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.
- ❑ Attend all department and hotel meetings as necessary.
- ❑ Target key accounts potential for the company
- ❑ Promote and market the business, sometimes to new or niche markets
- ❑ Manage budgets and maintain statistical and financial records
- ❑ Sell room nights, Food and beverage and other packages in regard with leisure & holidays
- ❑ Source products and destinations to meet consumer demands for bespoke travel and sustainable tourism;
- ❑ Take part in familiarization visits to new destinations to gather information on issues and amenities of interest to consumers.
- ❑ Liaison with travel partners, including airlines and hotels, to manage bookings and schedules, often one year in advance.

■ **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.

■ **Driving top line delivery of hotels**

- ❑ Driving Top Line for all the Hotels
- ❑ Driving assigned targets

■ **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.

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	Demonstrated effectiveness in written and verbal communication
Business Travel	As and When required

Education/Experience

Education	Master's in Business Administration, IHM, Graduation, Certificate programmes in Revenue Management will be additional advantage
Experience	<p>5 + 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Can see things through the “eyes of the customers.” • Is aware of internal and external customer needs.

	<ul style="list-style-type: none"> • 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 proposition of the business. • Displays an understanding of the existing infrastructure, processes and tools used to deliver quality products and services. <p>Is able to discern the various elements of the company's competitive vis a vis competition</p>
<p>MAKING THINGS HAPPEN</p>	<ul style="list-style-type: none"> • 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.
<p>LEADING CHANGE</p>	<ul style="list-style-type: none"> • 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.
<p>PEOPLE LEADERSHIP</p>	<ul style="list-style-type: none"> • 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 Owing Boards) and translates them effectively into business goals.
- 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.