

## Job Description

Company Values	Delight Principles
Dedicated	Make sustainable choice & continuous improvement
Enthusiastic	Have willingness & passion for everything we do
Likeable	Be approachable, delightful, friendly & fun
Inclusive	Show compassion, fairness & respect to all
Generous	Give back & go the extra mile
Honourable	Work with integrity, honesty & accountability
Teamwork	Collaborate & communicate with others considerately

**Job Title:** National Sales Manager

**Department:** Great Little Breaks

**Reporting to:** Head of Sales

**Personal Traits:** Fun, driven, passionate, enthusiastic, happy to travel and self-motivated travel professional

**Job Purpose:** With trade distribution of GLB product accounting for around a third of overall turnover, we are seeking an experienced travel professional to lead on our trade strategy growing our agency channel in line with company targets.

You will be responsible for developing all new business opportunities from the trade (travel agent accounts) and managing a portfolio of accounts.

You will be ambitious and entrepreneurial in spirit, working alongside the Head of Sales to put together a strategy and sales plan to secure relationships and to sustainably drive revenues and profits.

The role will cover all duties including, business development, implementation, account management, training, attending road shows, conferences and networking events to promote our product to an agency audience. This will, of course be supported by a team back at HQ.

**Key Accountabilities / Activities / Duties:**

- To develop and drive our trade strategy to deliver future business strategic goals and objectives
- Have a comprehensive plan in place and deliver activity to ensure sales targets are met through partnerships with agents
- Implement commercially advantageous partnership agreements
- Build and develop strategic relationships with trade partners to ensure the successful delivery of the strategic plan and objectives
- Work with the Head of Sales to maximise consortia and other third party relationships
- Manage the sales activity securing activity performance across all Partners
- Work closely with the sales and marketing team and influence from a trade perspective the product strategy and direction
- Develop and lead exceptional service standards to capture every sales opportunity
- Build awareness of competitor activity locally and nationally and bring to the table information and ideas to challenge and improve our product and service offerings
- To act as the first point of contact for your clients, answering their questions and keeping the rest of the team up to date with the status of any ongoing projects and tasks

- Develop close relationships with key tour operators and travel agents on behalf of the company and your clients
- Writing and distributing regular reports on all activities relevant to your clients
- Work closely with marketing on trade marketing plan, advising on activity and content including submission of content for monthly trade enews
- Prepare proposals and contracts between the company and its clients
- Assist in organising events for clients, ranging from small dinners to larger scale events
- Keeping track of all deliverables outlined in the contract with your clients and ensuring that you are hitting all targets
- Write business plans for all current and opportunistic business

### **Health & Safety**

- To act on your responsibilities detailed in the Health & Safety at Work Act 1974
- To demonstrate a working knowledge of fire prevention and to follow the company evacuation plan on hearing the alarm
- To be security conscious with respect to staff/property/welfare and to report suspicious circumstances to your line manager

### **General duties**

- To familiarise yourself with your departmental standards of performance and to be able to demonstrate their application
- To maintain a high standard of personal hygiene and grooming at all times
- To co-operate and communicate with colleagues to ensure effective department teamwork
- To attend any meetings, training sessions and/or courses that may be beneficial to you and your development

### **Hours of work**

Full time - 40 hours a week, 9am-5.30pm.

This job will require extensive travel both around the UK and possible conferences worldwide, you should anticipate being field based up to four days per week

Regular visits (as a minimum monthly expectation) to GLB HQ in Droitwich Spa should also be anticipated

### **Salary**

A competitive annual salary, dependent on experience, plus bonus\* and company car.

*\* In order to be eligible for participation in any company bonus scheme, you must be an employee of the company on the 1st January of the relevant bonus year. Employees who join the company after this date will not be eligible to participate, regardless of the Company's financial results.*

### **Flexibility**

Due to the nature of the business, a degree of flexibility is required, and the post holder may be required to perform certain tasks not specifically referred to above.

## Person specification & skills required

Criteria	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• GCSE English &amp; Maths</li> </ul>	<ul style="list-style-type: none"> <li>• Travel / Tourism / Hospitality qualifications / Sales / Marketing</li> </ul>
<b>Attainments/competencies</b>	<ul style="list-style-type: none"> <li>• Customer centric attitude</li> <li>• Commercial awareness of the UK travel industry</li> <li>• Excellent time management and prioritisation skills</li> <li>• Computer literate</li> <li>• Written and verbal communicator at all levels</li> <li>• Customer focused</li> <li>• Excellent attention to detail</li> <li>• Motivational skills</li> <li>• Valid driving licence</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in all of these areas</li> <li>• Ability to work from home and cover a large geographical area</li> </ul>
<b>Previous experience</b>	<ul style="list-style-type: none"> <li>• Minimum 5 years' sales experience within the travel trade / travel agency</li> <li>• Proven history of hitting and exceeding targets</li> <li>• Account management</li> <li>• Previous experience at sales manager / business development level or equivalent</li> <li>• Client facing skills</li> </ul>	<ul style="list-style-type: none"> <li>• Luxury travel tour operator</li> </ul>
<b>Experience required</b>	<ul style="list-style-type: none"> <li>• Knowledge of CRM systems</li> <li>• Confident presentation skills</li> </ul>	<ul style="list-style-type: none"> <li>• Experience with problem solving and customer complaints</li> <li>• Ability to work on own initiative and to tight timescales when necessary</li> </ul>
<b>Special aptitudes (e.g. oral or written skills, manual dexterity, etc.)</b>	<ul style="list-style-type: none"> <li>• Enthusiastic self-starter</li> <li>• Ability to produce best in class presentations</li> <li>• Proficient with Microsoft Excel, i.e. utilise pivot tables etc.</li> <li>• Well organised</li> <li>• Positive attitude</li> </ul>	