

JOB DESCRIPTION - SALES EXECUTIVE (Central Region)

Reporting into:

Juliette Thronberens

Managing:

No direct reports

Role Purpose:

Grow new business by helping travel agencies develop marketing plans and reach booking goals via utilization of the vast sales tools available. To maximize the number of clients booking Sandals, Beaches, and Grand Pineapple by servicing, educating, and building relationships in a proactive, professional manner within your assigned territory at all levels, including direct, the Travel Agent, Tour Operator, and Tourist Board levels.

Key accountabilities and responsibilities:

Travel Agents:

- Daily sales calls
- In-House agency trainings/presentations
- Conducting Sandals/Beaches (Consumer) Nights
- Representing the company at Trade Shows
- Working consumer events/shows
- Working with and attending meetings for agency & industry organizations
- Conducting self-initiated familiarisation trips and conducting corporate office mandated Fam trips
- Planning and executing Sales Blitz
- Assisting with events in other regions as needed
- Planning and executing Breakfast, Lunch and Dinner events and seminars
- Seeking out advertising & promotional opportunities
- Positioning Sandals, Beaches, and Grand Pineapple products within agencies to reach consumers and expand brand awareness
- Any other functions deemed necessary by the company to generate sales.

Tour Operators (if applicable in your area):

- Sales calls to all departments
- Joint calls with Tour Operator sales representatives
- Ongoing training and motivating of reservations and sales
- Maintaining accurate computer information and brochure descriptions of our product
- Working their trade shows
- Planning, executing and attending joint events
- Planning and executing joint Fam trips.

Tourist Boards:

- Update with current information;
- Joint sales calls;
- Working tourist board events.

Required Sales team Activity

- Maintain frequent communication with your Regional Manager & Business Development Manager
- Attend regional meetings and annual (inter)national sales meeting
- Maintain required paperwork
- Follow proper procedures and supportive cooperation with all team members.

Unique Vacations:

- Maintain regular, responsive communication and supportive relationships with all departments & key staff at head office
- Maintain required paperwork, expense reports and storage unit
- Adhere to company mandated dress code both within the territory and on property
- Stay current with product knowledge and changes

Skills and Personal Attributes required:

- A minimum of 2-3 years of experience in sales on the road.
- Must reside in the territory of responsibility
- Ability to travel nationally and internationally, min. 70% of the time and work some weekends.
- Excellent communication, interpersonal and organizational skills
- Fluent in English & a minimum of a 2nd European language relevant to assigned territory
- Possess a clean driving license.
- Great presentation skills
- Outgoing, flexible, positive, self-confident, enjoy networking and presenting
- Understanding of marketing and commercial principles and proven track record

**Please send your application documents including curriculum vitae by mail to
Juliette.thronberens@sandals.de**

