

### Organization

**Title:** Sales Executive  
**Department:** Sales  
**Division:**  
**Status:** Full Time  
**Reports to:** DOSM  
**Cooperation:** All departments  
**Supervises:** None

### Objectives

1. Actively prospect the market in order to grow the client volume of the B-aparthotels.
2. Develop and maintain producing clients in order to grow their revenue spent in the B-aparthotels.
3. Assisting in ensuring that occupancy is efficient and maximizes revenues for the hotel.
4. Following-up on contracts and prospects' requests.
5. Providing efficient, prompt, courteous, trouble-free and proactive service to customers and colleagues, hence maximizing guest satisfaction.
6. Performing all tasks according to departmental guidelines, the departmental business plan and the B-aparthotel guidelines and service concepts.

### Responsibilities & activities

**Providing the hotel's loyal & future guests, groups, individuals, Tour Operators or companies with an efficient, professional and friendly sales service**

7. Attend trade shows, conferences, networking events
8. Perform analysis of sales data
9. Telemarketing and sales visits
10. Enter contact information into contact management systems
11. Maintain tracking report of public relations activity
12. Assisting the organization in the development and implementation of sales plans.
13. Identify all potential new account and competition


### Knowledge & Requirements (Profile)

**Skills:** In addition to technical competencies, following skills are important:

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|----------------------------------|---|
| 1. Phone operation skills        | 7. Selling skills                       |
| 2. Consistent in Email-Etiquette | 8. Proficient user of Microsoft Office, |
| 3. Communication skills          | 9. Good knowledge of PMS systems,       |
| 4. Organisation                  | 10. Commercial orientation              |
| 5. Efficiency                    | 11. Problem solving skills              |
| 6. Professionalism               | 12. Adaptability                        |

**Attitude:** In addition to basic grooming rules, the following traits of attitude are important:

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|-------------------------|-----------------------|
| 1. Punctuality          | 7. Openness           |
| 2. Team spirit          | 8. Proactive          |
| 3. Flexibility          | 9. Solution oriented  |
| 4. Discretion           | 10. Flexible          |
| 5. Patience             | 11. Customer oriented |
| 6. Customer orientation |                       |

Sales executive	1/1	<u>Last revised:</u> 17/01/2019	
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