

ROLE PROFILE

Role:	Sales Director – A&K Destination Management and Sanctuary Retreats
Territory:	Australia and New Zealand.
Location:	Sydney or Melbourne Remote home based
Reports to:	Senior Vice-President Sales A&K Destination Management/Global Director Sales & Marketing Sanctuary Retreats.
Direct Reports:	None
Status:	Permanent Full Time
Prepared:	October 2021

POSITION SUMMARY:

The Sales Director sells Abercrombie & Kent (or Akorn-branded) Destination Management services and Sanctuary Retreats products, ensuring revenue and yield targets are met, through planning and executing comprehensive sales campaigns, working with all the A&K DMCs and Sanctuary Retreats. The Sales Director conducts an active programme of emails, phone calls and face-to-face sales visits to identify and develop business opportunities, increase revenue from existing clients, and add new accounts.

EXTERNAL RELATIONSHIPS:

- Tour operators, wholesalers, affinity group organisers and meeting & incentive companies in the Sales Director's territory.
- Tourist boards, travel associations, travel media, and trade fair organisers.

INTERNAL RELATIONSHIPS:

- A&K Australia tour operator company.
- A&K DMC sales directors, tour consultants and senior management in the destinations.
- A&K DMC and Sanctuary source market sales team.
- A&K DMC support team in London.
- Sanctuary revenue management and marketing team in London.

DETAILED RESPONSIBILITIES:

Strategy and planning:

- Gather customer and market information, record this in the CRM system provided and create regular reports.
- Develop a good understanding of the market(s) A&K/Akorn and Sanctuary Retreats are targeting as well as the company's competitors and share this with key colleagues.
- Together with the DMCs and Sanctuary, develop a strategy and action plan for each account, based on market intelligence, annual sales plan and sales booking data provided through the CRM system.

- Focus on volume business from tour operators, wholesalers and group operators.
- Regularly report own sales performance compared with targets and review with the European Director of Sales.

Selling:

- Maintain and develop relationships with existing clients in person, via telephone calls and emails to increase business.
- Look for leads and cold call potential clients to prospect for new business, and arrange face-to-face meetings when necessary, focusing on larger clients in line with the company strategy.
- Listen to and understand client requirements, feed this back to the DMCs or Sanctuary, and help them to provide the right products and services at the best prices to win the business.
- When necessary, assist with the conversion of quotes being handled by the tour consultants and help with any other queries to maximise customer satisfaction.
- Secure the most prominent inclusion of the company's products in the clients' brochures, web sites, marketing campaigns and other channels through which the clients secure sales.
- Negotiate and agree marketing contributions and other forms of practical or financial support together with the SVP Sales, ensuring marketing activity is effective, good value and on brand.
- Champion the clients' requirements internally to help increase their business and act as the point of contact for escalation purposes.

Communications:

- Send company news and offers, organise webinars and train the clients' staff with regards to the DMC and Sanctuary services and destinations.
- Help organise DMC visits to the territory and accompany as necessary.
- Represent A&K and Sanctuary at trade exhibitions, events or conferences.

General responsibilities:

- Maintain up-to-date records of all sales activities in the CRM system and prepare sales reports.
- Prepare sales and expenses reports, manage annual travel budget and be cost conscious.
- Actively participate in team meetings and share best practice with colleagues.
- Always maintain high standards in all activities and communications to ensure the professional reputation of self and the A&K group of companies.
- Report and help investigate quality issues, ensuring timely response to clients and customers, and assist in collection of payments as necessary.
- Perform any other duties as may be required from time to time. This job description is not designed to be an exhaustive list of duties or responsibilities.

Requirement to have an Understanding of and Commitment to A&K's Corporate Environment and Values.

A&K provides an inspiring environment with competitive benefits, staff development opportunities and remuneration and the chance to excel through innovation, collaboration and exemplary customer service.

Our corporate values encompass;

Pioneering - We are committed to being innovators, pushing boundaries and being the creators of the most inspirational travel experiences to the most remote, exclusive and exotic destinations in the world serving both existing and emerging markets.

Courageous - Courage is about standing up for what we believe in as well as trying new things and being creative, whilst taking responsibility for our own actions. We uphold corporate values, our brand and our commitment to philanthropy without compromising the luxurious experience our guests demand.

Trustworthy - Guests and colleagues can depend on us to deliver to high standards of professionalism and quality. We can be relied upon to be honest, truthful, transparent and open with all of our guests, colleagues and suppliers ensuring guests' safety and security giving them comfort and peace of mind.

Integrity - Integrity is about taking pride in what we do, what we stand for and basing our actions, every day, everywhere in the world, in ensuring our values become a reality for our guests, internally and externally.

Stylish - Superb service delivered with panache enabling our guests to have "the perfect experience", "Insider Access" and memories of a lifetime.

Welcoming - Warm and hospitable, putting our guests at ease. Energy and passion to put our best foot forward and exceed guests' expectations.