



Job title: Sales Manager
Department: Buffalo Tours Travel Agency (BTA)
Report to: General Manager (Pascale Herry)
Location: Hanoi

Position Purpose : Develop new sales and increase existing sales for BTA Hanoi

The Sales Manager is responsible in the Hanoi area for increasing BTA brand awareness, identifying new opportunities and increasing sales while enlarging the range of outbound products offered by BTA. The Sales Manager needs to be able to work in an increasingly competitive environment focusing on but not limited to outbound services. This position reports to the General Manager and shall at all times comply with the business plans, resolutions and approvals of the General Manager.

Accountabilities	Key activities
Business Development & Sales	<ul style="list-style-type: none"> • Source & identify new business with the objective to meet monthly sales targets • Identify and connect with new direct clients through a variety of distribution channels including social network groups; business groups; NGOs; schools; associations and other channels that you may find appropriate • Develop the Expatriate market and generate new sales, focusing on outbound travel • Prepare action plans for effective search of sales leads and prospects. • Initiate and implement action plans to penetrate new markets such as corporate travel, MICE, etc. • Convert quote enquiries and requests for proposals into bookings (with the assistance of Travel Consultants team) • Maintain contact with all clients in the market area to ensure high level of client satisfaction
Products development	<ul style="list-style-type: none"> • Identify clients needs in order to build and maintain a database of outbound products worldwide • Identify new opportunities and new partners • Create new products and destinations to meet consumer demands for bespoke travel • Participate in creating a library of destinations presentations to be used for staff development
Marketing & PR	<ul style="list-style-type: none"> • Assist in the development and implementation of marketing plans as needed. • Increase brand awareness through PR, marketing and sales actions • Develop and maintain social networking (facebook...) • Monitor the effectiveness of the actions conducted together with Marketing team • Monitor the competition to understand trends and market evolution

	<ul style="list-style-type: none"> • Represent the brand • Update clients on promotions, new products and destinations.
Finance & Reporting	<ul style="list-style-type: none"> • Develop a strategic sales call plan & provide weekly reports • Manage budgets and maintain statistical/financial records • Control expenses to meet budget guidelines • Provide details call pattern listing all sales calls made during the week and what is planned in the future.
HR	<ul style="list-style-type: none"> • Conduct regular training sessions with Travel Consultants to build motivation and selling skills • Build and motivate a sales team to hit their targets and ensure profitability of the company • To demonstrate ability to interact and cooperate with all company employees

QUALIFICATION AND EXPERIENCE

- University graduate degree in tourism or hospitality
- At-least 5 years of sales management experience, preferably in the field of tourism, hospitality or airlines
- Fluent in English. Vietnamese and other languages a plus
- Computer skills, including fluency in Microsoft Office
- Excellent interpersonal skills across variety of cultures
- Positive attitude, practical experience, with the ability to lead and motivate a team
- Can work independently and with a team
- Excellent sales and negotiation skills
- Communication skills including reporting
- Strong sense of customer service
- Knowledge of destinations is an added value
- Willing to work irregular and long hours in high season
- Strong organizational skills, ability to work under pressure and prioritize tasks

OTHER REQUIREMENTS

- Ability to deal with uncertainties
- Ability to solve problems and to take initiatives
- Creative thinking
- Ability to relate to people of different cultures and backgrounds
- International travel experience
- Willing to travel
- Willing to attend training on the product, destination and sales skills when required (this may be in the form of inspections, conferences, office training)