



## JOB DESCRIPTION

Job Title: **Sales Manager**

Reporting to: **Sales Director**

Department: **Sales and Pre departure**

Hours: **37.5 hours per week**

### Company Background

Hotelplan is a large pan-European travel group headquartered in Switzerland, under the ownership of Migros, the leading Swiss co-operative retailer.

In the UK, Hotelplan is a well-established and profitable family of specialist tour operators, with a strong tradition of excellence & high standards of quality and service. Each of our companies is incredibly passionate about its holidays, and our staff both in UK and overseas are focused to ensure that we meet, indeed exceed the expectations of our discerning and loyal customers, many of whom travel with the company time and again.

The Hotelplan UK family of brands includes Inghams, Esprit, Santa's Lapland based in Farnborough, together with the adventure travel businesses, Explore Worldwide also based in our Farnborough offices and Intravel business based near York.

Sustainability and Responsible Tourism is at the core of everything we do, and should be a passion for everyone employed by the group.

**Our vision** - *"To be the most loved travel company in our markets, famous for customer experience and sustainable travel"*.

### Job Purpose

This is an exciting time to join Hotelplan UK - a business benefiting from long-term investment to achieve ambitious growth targets, deliver digital transformation projects and become one of the leading names in sustainable travel. This role will help shape and deliver the strategies which contribute to the overall success and pace of these ambitious plans.

Working alongside the Sales Director you will be managing the day to day running of the department including the development and motivation of the Sales team leaders. Your focus will be on driving optimum sales performance and market-leading guest/agent service. You will lead product and systems training, develop new ideas and processes to improve the team's performance. With overall aim of enhancing the end to end service for the guests and agents. Your focus will be to help drive the team ethos to **'being specialist'** whilst "taking your team from **"good to Great"** in everything they do.

### Main Responsibilities and Key Tasks

- Mentor team leaders providing assistance with time management and prioritise sales planning
- Creating a dynamic and motivated culture
- Improving team managers commercial knowledge
- Organising ongoing product training
- Continuously focusing on conversion rates and achieving agreed KPIs

- Assisting team managers with early alerting when team performance is behind target offering assistance to get back on track
- Monitor customer feedback to address pain points
- Taking monthly 1-2-1 appraisals
- Conducting weekly reviews
- Report weekly KPIs to Sales Director
- Recruitment and setting clear job expectations
- Gain insight from call recording
- Monitor call flows
- Develop inter departmental relationships and working practices
- Monitor competitor's sales and service activity
- Taking responsibility for critical business decisions balancing commercial priorities with customer service
- Isolating issues and finding solutions to stop them happening again
- Responsible for the creation and smooth operation of rosters and shift patterns
- Attend weekly trading meetings when needed, giving insight to the process from information gained within sales and taking information back to steer the team's performance
- Empowering the team managers to make decisions and guiding when they need assistance
- Stand in for Sales Director in meetings when not available

### **Knowledge, Skills & Experience**

- Using Excellent communication skills at all levels, face to face, written and verbal, with the ability to land key messages
- Proven record of nurturing teams to extract their full potential
- Experience of smashing sales and service targets, ideally in the travel industry
- Systems competent and confident using back office and telephony/communication tools
- Comprehensive understanding the importance of customer service whilst being commercially astute
- High attention to detail with excellent organisational skills
- Effect use of all sales channels
- Develop strong relationships with other internal departments, influencing key stakeholders with sales insight.

### **Key Competencies**

- Understanding and influencing the team to deliver a Customer Centric strategy, driving results through sales and service
- Using your commercial acumen to prioritise service versus cost decisions
- Developing, monitoring and maintaining a high performing team
- Efficient and accurate reporting skills
- The understanding on how to make "us easy to work with"

### **Values**

- Be Passionate in everything we do
- Work together as a United team
- Be innovative embracing and driving change
- Trusted, open and honest
- Stand out and be distinctive

### **Working Relationships (internal, external, cross-functional, direct reports)**

*This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you*

*will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.*