

Name of the professional figure
Sales Executive
Where it works
The sales executive works in the Sales and Marketing department under the supervision of the Director of Sales and Marketing.
The activities
Sales executives oversee activities that attract clients, sell hotel services to customers, identify potential clients, and develop new markets for the hotel services. Hotel sales executives make lists of potential customers and call or arrange meetings to identify customer needs and requirements. They prepare and present sales proposals to prospective customers, highlighting hotel service features, qualities and accompanying prices. They conduct price negotiations with customers, process and facilitate customer requests, coordinate and organise events, and assist customers in selecting appropriate services. Sales executives monitor booking and reservations, collaborate with other hotel staff to ensure customer service quality, and respond to and resolve problems raised by customers. They maintain contacts with clients to get feedback and identify potential future business opportunities. They also set annual budgets and implement strategies to achieve the targets.
Qualifications
This figure usually requires university graduates with preferable majors in business administration, tourism & hospitality and marketing.
Technical skills
Sales executive must have outstanding verbal and written communication skills. He/she must have skills in customer relationship management including active listener, empathy, compassion for customer needs, ability to build customer trust and develop networks.
Computer and linguistic knowledge
This professional figure requires a strong knowledge of the English language (both written and spoken). He must also possess strong computer skills, mainly office applications.
Personality and availability
This figure is completed and characterized by the ability to develop a relationship with customers, the ability to organize one's work and that of others, group work, to problem-solving. They need reporting, writing and presentation skills. He is expected to have skills to close a deal effectively and strong communication skills to deal with customers. He must be able to self-control, specific, particularly dealing with VIP customers, flexible and creative. He must possess both an analytical and abstract mindset. Besides, the ability to be self-motivated and energetic is important. He must be well presented and professional at all times. Finally, he must be willing to work after hours, on weekends, and travel.