

| <b>Name of the professional figure</b>  |
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| Sales Managers/ Sales Executives  |
| <b>Where it works</b>   |
| The sales manager works under the direction of the Sales and Marketing division director in the Sales department.   |
| <b>The activities</b>   |
| <ul style="list-style-type: none"> <li>• Oversee operations that attract customers, sell tourism products and services, and identify prospective customers.</li> <li>• Monitor lists of prospective and existing clients by following up with or scheduling meetings to determine customer wants and requirements.</li> <li>• Produce and deliver presentations to prospective clients, emphasise the product's characteristics, qualities, and prices. This figure negotiates prices with customers, process and facilitate customer requests, and assist customers in customising or modifying products to satisfy their needs.</li> <li>• Responsible for monitoring booking and reservations, collaborating with tour operators and staff in the operational position to provide customer assistance and handle customer issues.</li> <li>• Keep in touch with clients to receive feedback and find future business opportunities</li> <li>• Establish annual budgets and develop strategies to attain the objectives.</li> </ul> |
| <b>Qualifications</b>   |
| This professional figure necessitates college graduates, particularly with degrees in business administration, tourism & hospitality, and marketing.  |
| <b>Technical skills</b>   |
| <ul style="list-style-type: none"> <li>• Experience of working as a salesperson or in a commercial environment is also essential.</li> <li>• Must have outstanding verbal and written communication skills.</li> <li>• Must have skills in customer relationship management including active listener, empathy, compassion for customer needs, ability to build customer trust and develop networks.</li> </ul>   |
| <b>Computer and linguistic knowledge</b>  |
| This professional position requires fluency in a foreign language, specifically English (and other common foreign language). Both oral and written communication abilities are necessary. Additionally, he (she) must be proficient with Microsoft Office and other company-specific software packages.   |
| <b>Personality and availability</b>   |
| This figure is finished and characterised by the ability to create relationships with clients, coordinate one's and others' work, work in groups, and solve problems. Essential characteristics are self-control, patience, specificity, adaptability, creativity, self-motivation, and vigour. He must always be well-groomed and professional. Lastly, he (she) must be willing to work nights, weekends, and travel.   |