

TITLE OF POSITION
Sales Manager
REPORTS TO
Head of Travel & Hospitality
PURPOSE
<p>The Sales Manager manages all sales operations. The key objective of the Sales Manager is to grow incremental and new sales for the business while simultaneously increasing customer retention and loyalty.</p> <p>The Sales Manager builds and manages all aspects of a customer account and sales processes. The role works closely with colleagues responsible for customer experience, finance, marketing, operations, and other sales team members for the purpose of ensuring the delivery of first-class hospitality and travel experiences.</p>
KEY RELATIONSHIPS
<p>Internal:</p> <ul style="list-style-type: none"> • STH Japan Travel & Hospitality Team • All staff <p>External:</p> <ul style="list-style-type: none"> • JTB – Shareholder • STH – Shareholder • STH Japan stakeholders • External suppliers and consultants • Potential clients
AREAS OF RESPONSIBILITY
<ul style="list-style-type: none"> • Develop an intricate knowledge of the domestic market • Position the STH Japan offering positively in the marketplace • Prospect Corporates and HNWI's to secure hospitality sales in the Japanese market • Conduct face to face meetings, phone calls and other means to prospect and secure new clients • Proactively research and identify new clients and potential introducers • Continually test and review sales activity and methods • Ensure accurate and relevant notes are input to CRM for reporting purposes and analysis • Review project performance through analysing sales data in the CRM daily and weekly • Attend all internal sales meetings and contribute feedback from market insights • Ensure appropriate handover of clients to Customer Relations Team including

- accurate notes submitted on TIMS
- Enhance the STH Japan brand and reputation by developing strong external relationships
 - Work closely with JTB and the JTB Sports Business Office to assist with hospitality knowledge share

DESIRED SKILLS AND EXPERIENCE

Languages:

- Fluent Japanese & Business level English
- Other languages a benefit

Additional attributes:

- 4-5 years sales experience in a fast paced and pressurised sales environment
- Excellent administrative skills and previous experience with CRM systems
- Undertaken sales training focused on communication/networking and influencing skills
- Leadership and the ability to inspire colleagues
- Commitment to preparation and planning through statistical analysis
- Strategic and inquisitive approach to sport business
- Manage time and prioritise tasks
- Proactive self-motivator
- Resilient and positive mind-set

An interest in sports would be beneficial.