



Commercial Sales Executive

- **Vacancy for:** 1
- **Posted on:** July 1, 2017
- **Deadline:** April 23, 2013, midnight

Basic Job Information

Job Category : Sales / Public Relations
Job Level : mid
Job Location : Kathmandu
Offered Salary : None

Job Specification

Education Level : Under Graduate (Bachelor)
Experience Required : Not Required

Other Specification

- 5 years of Sales & Marketing experience, with at least 2 years in 4 or 5 star hotel.

SUMMARY (Of Job) :

- To assist the Sales & Marketing effort to generate higher Sales & Revenue.
- Required Knowledge and Experience.

REPORTING TO:

- Manager- Sales & Marketing Manager.
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Job Description

PRIMARY RESPONSIBILITIES:

SALES RELATED:

- Handle Familiarization trips in the hotel.
- Negotiate rates for corporate and long stayers.
- Selling special holiday offers / package deals.
- Passing on leads for business to concerned Sales team members.
- Preparing action plans as per the direction of the HOD & Deputy in order to maximize revenue by increasing the ARR of the hotel.
- Achieve / Increase overall revenues / profitability of the hotel.
- Strive towards developing new markets by focussing on materialization from individual portfolios.
- Ensure that the top 10 corporate accounts are well covered.
- Assist the HOD & Deputy with building contacts with key market segments.
- Use resource as directed by the HOD & Deputy within organization to cultivate good relations with key market segments.
- Generate leads for conferences and banquets.
- Co-ordination and networking with concerned department with synergistic service to the guests.
- Networking through entertainment / PR with in-house guest, banquet user, restaurant regulars, and top corporate.
- Active participation in identifying key guest needs through formal research, survey focus groups and informally on sales calls, entertainment, meetings, etc.
- Ensuring guests satisfaction and delight with hotel facilities.
- Increase awareness of loyalty programs.
- Keeps track of events and competition hotels.
- Ensures that a minimum of 7 Sales calls and 5 tele calls are planned for every working day.
- All bookings for FIT & Group are blocked and confirmed/cancelled in writing

- Ensures that all cancellation & retention policies are enforced and adhered to
- Identify those companies who are credit but have a poor payment record.
- Handle new prospective account credit in liaison with accounts.
- Proper acquaintance with credit policy of the hotel.
- Time management achieved through task management.
- Taking on and executing assignments delegated as per requirement.

MARKETING RELATED:

- Implement schemes as per the direction of the HOD & Deputy to increase occupancy and restaurant usage.
- Build effective databases.
- Maintain accurate and up to date information on competition, its performance, marketing strategies, etc.

EMPLOYEE DEVELOPMENT:

- To enforce the direction given by the HOD & Deputy to colleagues to make them more guests focussed.
- Identify the training schedules in coordination with the HOD & Deputy.
- Assist the HOD & Deputy to motivate the sales team.
- Enforce confidence building of colleagues so as to maximize output.

SECONDARY RESPONSIBILITIES

- Reports to be sent to the Management: (With the direction of the HOD & Deputy)

Weekly

- Prepares Weekly Sales Planners and Daily Sales Reports.
- Plan of Action for existing portfolios as per the strategy outlined by the HOD & Deputy
- Provides MIS from the competition set.
- Prepares and maintains reports on Market share and individual contribution towards the budget.
- Maintains top 10 account list which includes key decision maker contacts & materialization both MTD & YTD.
- Identification of the total potential of all accounts.
- Reports all business lost & regretted.

Monthly

- Prepare monthly production reports.
- Portfolio management
- Alphabetical list of individual portfolios.
- CIS file along with one liner Sales Reports.
- Contracted Rate file

ADMINISTRATION AND COORDINATION:

- Records all important communication with the guest.
- Ensure that all correspondence is actioned within 24 hours.
- Maintains files of clients & corporates.
- Gives feedback to the concerned department regarding customer complaints.
- Keeps portfolios constantly updated.
- Prepare for and attend weekly meetings for debrief about gains, losses and feedback rates.
- Contributes in preparation of revenue budgets.
- Assist in formulating credit policy of the hotel with the direction of the HOD & Deputy.
- To develop and maintain a close working relationship with other departments.
- Liaison with other departments regarding after sales service to guests.
- Provide regular feedback / information on market happenings / SWOT updates to the HOD & Deputy.
- Time bound report submission.

Applying Procedure

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