

**PURPOSE OF POSITION:**

The Sales Executive – Greater China Markets is responsible for growing sales for Real Journeys and Go Orange, with a specific focus on optional sales, from the Asian Markets.

**DIVISION:**

Sales and Marketing

**LOCATION:**

Queenstown

**REPORTS TO:**

Eastern Markets Manager

**DIRECT REPORTS:**

None

**REAL JOURNEYS VALUES:**

There is an expectation at Real Journeys that you will contribute towards delivery of our values:

**Keep It Real – Make It Remarkable – Share Your Backyard – Play As One Team – Do It Better – Safe As**

**CORE COMPETENCIES:**

**CREATING REMARKABLE CUSTOMER EXPERIENCES:**

- Be a gracious host by welcoming and acknowledging all customers;
- Proactively engage with customers. Establish their needs through listening and questions and respond with clear and accurate information;
- Ensure all communication and interactions are conducted in a personable and professional manner;
- Conclude the customers' experience by thanking them with a genuine farewell;

**DEMONSTRATING LEADERSHIP:**

- Be able to demonstrate initiative, and make decisions using sound judgement;
- Lead by example and go the extra mile to make it Remarkable;
- Keep our promises. For the team to work well we do what we say we do;

**A COMMITMENT TO SAFETY**

- Safety is the first consideration in everything we do. It is everyone's responsibility - we comply with current industry standard and best practice. We learn from corrective actions and will not tolerate negligence;
- Safety is openness – you will be encouraged to attend health and safety meetings and where possible provide solutions and feedback. Information is shared, investigation conclusions are open and we report every incident with the intention of taking immediate remedial action;
- Safety is about identifying and reporting all hazards and taking a proactive part in reviewing all hazards and risks associated with them;

## **ROLE SPECIFIC REQUIREMENTS:**

### **BUSINESS DEVELOPMENT**

Achieve budgeted sales from agents within the specified markets for all Real Journeys / Go Orange excursions.

- Grow sales from all existing Real Journeys / Go Orange agents within the specified markets to achieve sales targets
- Proactively seek and secure new business opportunities within the specified markets from a range of potential clients and channels including agents, special events groups and Tour Leaders/Escorts
- Successfully cross-sell Real Journeys and Go Orange products to clients

### **MARKET REPRESENTATION**

Actively represent Real Journeys / Go Orange in the defined markets to develop agents' product knowledge and sales opportunities.

- Identify and attend trade and consumer show opportunities
- Develop programmes and presentations with suppliers, local agents, tour managers and escorts
- Present the tourism brand (either RJs or GO) that matches the requirements of the client, cross-sell where opportunity exists
- Maintain close contact with agents, tour leaders, managers and escorts
- Attend industry and regional related events to promote Real Journeys & Go Orange

### **ACCOUNT RELATIONSHIP MANAGEMENT**

Demonstrate account focus and develop relationships to a level of advocacy

- Identify opportunities for value maximisation and work with Asia Manager – Strategy & Partnerships for delivery
- Undertake account reporting as and when requested
- Organise famils and host agents on Real Journeys and Go Orange excursions in line with the company famil policies
- Accompany and entertain key agents, tour managers and escorts (and influence any other potential key clients to participate) on company excursions

### **MARKET RESEARCH**

Ensure the specified markets are fully researched and understood on an ongoing basis.

- Market characteristics understood, researched and reported on a regular basis
- Market opportunities identified on a regular basis and programmes implemented to explore them
- Competitor activity in Fiordland / Queenstown closely monitored where this impacts on sales activity

### **CUSTOMER SERVICE**

Provide exceptional customer service and sales support.

- Assist in developing and reviewing service standard guides and programmes relating to the China markets
- Provide support and guidance to operational and frontline sales team members
- Attend to agent queries in a timely manner
- Handle feedback effectively and report to the Asia Manager – Strategy and Partnerships or Director of Sales

## **PRODUCT KNOWLEDGE**

Maintain excellent product knowledge across the Real Journeys and Go Orange (and subsidiary) portfolio.

- Fully conversant with all company products & packages, and reservation systems
- Able to brief customers, consumers and groups on the range of Real Journeys and Go Orange excursions
- Undertake familiarisation trips on all company products on a regular basis

## **INFORMATION TECHNOLOGY**

Fully conversant with the company's technology systems.

- Microsoft Office – Outlook, Excel, Word and Powerpoint
- Real Journeys reservations system including the ability to make reservations, produce reports and generally navigate the system
- Maintain accurate information within the company's customer relationship management system (Microsoft CRM)
- Able to use information technology to foster relationships with customers in off-shore markets

## **OTHER**

To undertake other duties from time to time determined by the Director of Sales or the Asia Manager – Strategy and Partnerships or to support the Sales & Marketing Team