

Assistant Manager, Sales

Reporting To:	Sales Manager, General Manager & Regional Sales Manager
Functional:	Sales
Scope:	Unit
Grade:	As per Unit
Supervises:	Unit Sales Team

Main internal contacts	<ul style="list-style-type: none"> Unit HOD Sales Team Human Resources team Owners of the Unit General Manager Staff at Various departments CHQ
Main external contacts	<ul style="list-style-type: none"> Industry and non-industry Associations / Forums Industry and non-industry publications Bigger Travel Agents Fortune suppliers

Main objective / Context

Assistant Managers in Sales will play a key role in customer relationship management, fostering strong client relationships and addressing customer concerns effectively. They collaborate closely with the Sales Manager to develop and implement strategic sales plans, analyse market trends, and identify growth opportunities. Additionally, Assistant Managers in Sales monitor sales performance metrics, generate reports, and contribute to process improvements to enhance overall sales efficiency and effectiveness.

Main responsibilities & duties

- To formulate a sales programme one year ahead and plan week-to-week sales activities with a view to maximizing the use of staff time and promotional finance
- Sales Team Supervision: Directly oversee and manage the sales team, providing leadership, guidance, and support to ensure they meet individual and team sales targets.
- Customer Relationship Management: Build and maintain relationships with key customers, addressing their needs and concerns to enhance satisfaction and loyalty.
- Sales Strategy Development: Assist in developing sales strategies and tactics in collaboration with the Sales Manager to achieve business objectives and drive revenue growth.
- Performance Monitoring: Monitor sales performance metrics, such as sales volume, profitability, and product performance, and analyse trends to identify areas for improvement.
- Training and Development: Conduct training sessions for the sales team to enhance their sales skills, product knowledge, and understanding of sales techniques.
- Market Analysis: Conduct market research and competitor analysis to identify opportunities for expansion and potential threats.
- Sales Reporting: Prepare regular sales reports and presentations for management, summarizing sales performance, trends, and forecasts.
- Budget Management: Assist in managing the sales department budget, ensuring expenditures are within allocated resources and effectively contribute to sales objectives.
- Process Improvement: Identify inefficiencies in sales processes and propose solutions to streamline operations, improve productivity, and enhance customer satisfaction.
- Cross-functional Collaboration: Collaborate with other departments such as marketing, operations, and customer service to ensure alignment of strategies and effective execution of sales initiatives

In addition to the above mentioned duties and job functions, any other assignment given on an occasional basis or daily basis by the immediate superior or the management will have to be carried out.

Technical skills

Business Skills	<p>Strong organization and time management skills</p> <p>Excellent eye for detail and ability to work independently in tight deadlines</p> <p>Innovative self-starter who is highly creative with excellent interpersonal skills</p> <p>Ability to develop strong and influential relationships at all levels of the organization</p> <p>Ability to work collaboratively and build relationships with owner / OB and other stakeholders</p>
Computer Skills	<p>Advanced PC skills including Word, Excel, PowerPoint and Outlook</p> <p>Should be able to independently create business case presentations, detailed</p>

	excel reports/ analysis for the Owinging Boards/ other stakeholders.
Communication Skills	Excellent written and oral communication skills Knowledge (spoken) of regional languages for the Region being deputed would be a plus.
Business Travel	As and when required. Mostly Frequent (50% of the time)

Education/Experience

Education	Bachelor's in Hotel Management / Diploma (3 years) in Hotel Management from an institution of repute.
Experience	Should have managed multiple Hotels in the capacity of an Area/ Regional or a Cluster Manager. Alternatively, should have successfully worked as a Sales Manager of a good brand. Proven track record in strengthening the financial health of the business. Should have had 5+ year's experience in managed (hotel) properties businesses.

FPHL Leadership competencies

STRATEGIC MINDSET	<ul style="list-style-type: none"> • Demonstrates foresight • Demonstrates conceptual ability • Displays ability to sense emerging changes. • Spots trends and patterns and identified key issues from a mass of data/information. • Grasps information quickly; picks up nuances, subtleties. • Understand hoe his/her role impacts others in the function. • Displays a logical thought process in day to day operations. • Information from diverse sources to make effective ground level decisions. • Recognises implications of decisions and alternatives.
CUSTOMER FOCUS	<ul style="list-style-type: none"> • Can see things through the "eyes of the customers." • Is aware of internal and external customer needs. • Has a fair understanding of the business. • Looks at work issues from the customers' point of view. • Is always pre-occupied with delivering the value preposition of the business. • Displays an understanding of the existing infrastructure, processes and tools

used to deliver quality products and services.

- Is able to discern the various elements of the company's competitive vis a vis competition

MAKING THINGS HAPPEN

- Energetic, competitive, persuasive and results oriented.
- Has knowledge of internal and external resources.
- Come up with fresh ideas.
- Demonstrates a high degree of preparedness.
- Displays a good planning, organizing, prioritizing and monitoring skills.
- Displays cost consciousness and an overriding desire to get best value for money spent.
- Takes regular feedback and guidance to successfully achieve planned outcomes.
- Exhibits initiative in taking on higher responsibilities and works beyond his area.
- Contributes meaningfully to discussions involving his/her area.
- Uses mistakes as learning opportunities. Is open to feedback.
- Enhance knowledge /skills base on an on-going basis.
- Execute all relevant compliances and documentation within prescribed schedules.

LEADING CHANGE

- Enthusiastic about changes
- Is imaginative
- Thinks out of the box
- Can quickly comprehend the need for the change.
- Open minded when presented with the new perspectives.
- Is comfortable with and gets used to new situations easily.
- Is able to identify and remain focused to achieve desired results even in unstructured situations.
- Asks questions. Challenges and suggests alternatives and more effective ways executing tasks.
- Listens attentively. Shares appropriate information.
- Relates to people at all levels.

PEOPLE LEADERSHIP

- Participative, open minded and receptive
- Understands the needs/interests and attitudes of others.
- Is perceptive of non-verbal behaviour.
- Is confident but not arrogant.
- Involves in the resolution of problems.
- Brings energy and direction to activities.

	<ul style="list-style-type: none">• Shares experiences and information with team members.• Demonstrates commitment to the team and supports team decisions
STAKEHOLDER MANAGEMENT	<ul style="list-style-type: none">• Understands the expectations and desires of various partners (property Owners and Owning Boards) and translates them effectively into business goals.• Displays thorough understanding of business goals and alignment with these.• Nurtures strong business partner relationships with key vendors/suppliers at a strategic level.• Maintains a valuable network of contacts across business areas to drive and support initiative.• Maintains a healthy and on-going professional relationship with OB representative and ensures open communication.• Is able to safeguard company interest while managing Owners tactfully.