

SALES EXECUTIVE

Job Title:

Sales Executive

Place of Work:

Hotel

Scope and General Purpose:

To promote the image and services of the company so that maximum growth occurs through gaining new clients and contracts.

Responsible to:

Sales Manager

Responsible for:

Secretarial staff

Liaises with:

Other sales executives

Departmental heads

Limits of Authority:

To be agreed

Main Duties:

- To follow up leads by visiting prospective clients regularly, often enough to maintain their interest but not too often to alienate them.
Attending Trade Shows
- To achieve or better budgeted sales targets.
- To identify prospective clients' exact needs, by questioning, observation and the completion of a full sales survey.
- To entertain prospective clients, where possible combining this with visits to existing satisfied customers.
- To liaise closely with operational staff on all details for a prospective new contract and gain their agreement on all details.
- To maintain communication with the client once the contract is opened and show an ongoing interest in the operation.
- To complete a daily/weekly log of all activities.
- To analyze statistics thereby identifying key sales areas, problems and success rate.
- To research prospective client details, finding out as much as possible about the company to ensure a professional approach.
- To constantly monitor and be aware of competitor activity.

- To present a realistic proposal to a prospective client, having thoroughly researched cost factors, and ensure that the proposal is achievable.
- To constantly be aware of new business opportunities and action these