

Sales Executive – Concierge & Schools Segment

Job Summary:

La Perle by Dragone is seeking a proactive and results-driven **Sales Executive** to drive ticket sales through hotel concierge desks, travel desks, and the schools segment. This role involves visiting hotels to promote La Perle to in-house guests, strengthening relationships with concierges, and organizing familiarization (FAM) trips. Additionally, the candidate will be responsible for generating sales within the school's segment by promoting tailored packages and Graduation experiences.

Key Responsibilities:

Hotel Concierge & Travel Desk Sales:

- Regularly visit hotel concierge and travel desks to promote La Perle.
- Train and educate concierge teams on the show's highlights, promotions, and selling points.
- Ensure La Perle is actively recommended to in-house guests, driving ticket sales.
- Develop and distribute marketing materials and offers to hotel partners.
- Organize and execute FAM trips for concierge staff to enhance their product knowledge.
- Track sales performance from concierge partners and identify opportunities for growth.

Schools Segment Sales:

- Identify and engage with schools to promote La Perle as an entertainment experience.
- Attend school events, fairs, and exhibitions to promote La Perle and generate leads.
- Develop tailored packages for school groups and loyalty programs.
- Conduct sales calls, presentations, and site visits to introduce La Perle to school decision-makers.
- Build long-term relationships with schools to encourage repeat visits.

General Sales & Reporting:

- Act as the primary point of contact for both hotel concierge partners and schools.
- Monitor market trends, competitor activities, and customer feedback.
- Provide regular reports on sales performance, key accounts, and growth strategies.
- Work closely with the broader sales team to maximize overall ticket sales.

Qualifications & Skills:

- Strong relationship-building and negotiation skills.
- Fluency in English is required; additional languages are a plus.
- Excellent grooming standards at all times.
- Timely and accurate daily attendance
- Commitment in delivering a high level of customer service.
- Ability to communicate effectively across a multi-national and multi-cultural environment.
- Takes ownership of projects and has the drive for execution
- Team player with excellent analytical and negotiation skills.
- Motivated, dedicated and committed approach towards delivering results.