



<b>DATE</b>	3 March 2025		
<b>DEPARTMENT</b>	SALES	<b>POSITION</b>	SALES EXECUTIVE

### **Job Summary:**

The **Sales Executive** will be responsible for boosting ticket sales by engaging with hotel concierge desks, travel desks, and the schools segment. This role includes visiting hotels to promote La Perle to in-house guests, building strong relationships with concierges, and organizing familiarization (FAM) trips. Additionally, the candidate will drive sales within the schools segment by offering customized 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.