

JOB DESCRIPTION

POSITION:	Digital Sales Specialist
DEPARTMENT:	Sales & Customer Service
REPORTING TO:	Sales Team Leader
DIRECT REPORTS:	None
LOCATION:	Brixton
DATE UPDATED:	July 2019

POSITION PURPOSE:

- Digital Sales Specialists are Intrepid Group's Sales and Support Experts within our digital channel
- To achieve and exceed sales targets for booked revenue and conversion whilst maintaining a high degree of accuracy and service, predominantly through live chat and email.
- To service post booking requests from clients via email and live chat.
- To achieve set monthly sales targets for Intrepid Group
- The role requires direct and industry customer interface via email and live chat. There may be the occasional need to assist with customer emails or on line booking form transactions.
- Digital Sales Specialists also ensure the smooth booking process for customers and travel agents alike.
- The primary purpose of the role is to service and sell trips to our digital customers through their channel of choice, with a secondary purpose to do the same for our phone and other channelled clients.

RELATIONSHIPS:

- Direct colleagues in the Digital Sales Support Team
- Team colleagues in the Sales Team, Support Team and Flights Team
- UK Sales colleagues in the Business Development and & Private Groups Team
- UK Office colleagues in the Product, Finance and Marketing Teams
- Sri Lanka Office colleagues in the Sales Support, Product Support and IT Support Teams
- Melbourne Head Office colleagues in the Product, Customer Relations and Sales Teams
- Overseas DMCs (Destination Management Companies) and external suppliers
- Other Intrepid Group staff from time to time and from various locations
- The role requires close cooperation with marketing and BDMs.

QUALIFICATIONS AND EXPERIENCE:

- Experience of working towards sales targets.
- Excellent command of written English.
- Broad range of personal travel experience a definite advantage.
- Knowledge of the German language desirable

OTHER SKILLS AND ATTRIBUTES:

- Excellent sales and customer service skills.
- Confident and pleasant telephone manner.
- Broad personal travel experience.
- 'Can do' attitude with a strong personal drive to achieve.
- An understanding of and belief in the Intrepid Group core values.
- Excellent communication skills in order to inspire our customers, our staff and to represent the brands.
- Strong organisational skills to prioritise workload and work under pressure.
- Ability to work independently and in a team.
- Knowledge of live chat/ digital sales & support

IMPORTANT NOTES:

- This is a rewarding job with a very dynamic company.
- Working in the digital sales team can be demanding at times and requires dedication and close attention to detail.
- At busy times you may be asked to work additional hours to help clear work (especially during the peak booking periods of January to March.)

- Flexible approach: Be prepared to support ad-hoc projects as requested.
- Company goals: Be prepared to get involved in other ad-hoc team tasks as they arise relating to the sales team and wider company goals.

All outcomes are measured by Key Performance Indicators (KPIs) determined each month.

Accountabilities	Examples of Tasks
Daily Tasks	<ul style="list-style-type: none"> • Deal with email enquiries and live chats from customers. • Answer incoming live chats dealing with both new enquiries and existing booking requests. • Gather all available marketing data on every new enquiry. • Source flights using Amadeus, or the relevant airline / consolidator. • Follow up all options within 3 working days • Outbound sales calls where appropriate
Performance standards / objectives	<p>The role of the Digital Adventure Specialist is to achieve weekly and monthly sales revenue targets, whilst at the same time ensuring a high degree of accuracy and maintaining a great sales culture.</p> <ul style="list-style-type: none"> • Exceed personal revenue target. • Exceed monthly team sales target. • Exceed team net promoter scores. (NPS) – Post booking survey • Ensure consistently prompt response to live chat and email enquires • Pro-actively contribute to best practices initiatives to improve sales and service standards • Adhere to published Customer Service Standards and Data Protection Act
Customer Complaints	<ul style="list-style-type: none"> • Acknowledge customer complaints • Ensure complaint is passed to correct person(s) for response to issues raised and that it is effectively dealt with in the required timescale
General	<ul style="list-style-type: none"> • Attend training when required • Generate new ideas and initiatives as part of the company's overall commitment to increase business and improve profitability and customer service • Be a team player
Customer Obsessed	<ul style="list-style-type: none"> • Put the customer first in all decisions, without undermining the principles or requirements of the business. • Go the extra mile to ensure our customers have the best travel experience ever.
Deliver exceptional service and sales expertise to customers enquiring via Live Chat and Social Media Platforms	<ul style="list-style-type: none"> • Live Chat sales • NPS, Customer, agent and BDM feedback • Handling 3-4 chats at one time • Live chat KPIs Reviews of chat transcripts • Outbound sales calls where appropriate
Actioning email inboxes when there are no web chats in progress	<ul style="list-style-type: none"> • Service KPIs such as Email turnaround times
Responsible Business / Purpose Beyond Profit	<ul style="list-style-type: none"> • Understand Intrepid Group's 'Purpose beyond Profit' philosophy and contribute to the achievement of the social, environmental and Intrepid Foundation goals as set by IG each year

OTHER RELEVANT INFORMATION:

- We will operate 7 days a week. Our opening times are; Monday – Friday 8am-7pm; Saturday 8am – 5pm; Sunday 8-5pm
- You will be required to participate in a weekend sales Rota. Time off will be given in lieu.
- You will also be required to participate in an evening Rota which ensures that phone cover is provided up to 8 pm.
- The travel industry is demand-led and workloads differ throughout the year. You may be asked to or indeed find it is necessary to work longer hours than those detailed to ensure that you achieve success in your principle role. During busy periods (usually Jan – Mar) holidays may not be permitted. You will also be required to provide sales support to cover key trade events and shows from time to time.