



## **JOB DESCRIPTION** updated 4/11/2009

<b>TITLE</b>	Agency Sales Manager
<b>Current Incumbent Reports To</b>	Saxon Templeton General Manager
<b>Job Outline</b>	Achieve planned sales and profit growth, in line with agreed budgets, by growing and maintaining existing agency relationships and preferred agreements. Overall responsibility for indirect sales channels.
<b>Staff Reporting</b>	<ul style="list-style-type: none"><li>• National Sales Co-ordinator</li><li>• Agent Sales Manager</li><li>• Team Leader - Area Sales Managers</li></ul>
<b>Working Relationships</b>	<ul style="list-style-type: none"><li>• General Manager</li><li>• ASM team</li><li>• National Sales co-ord</li><li>• Agent Sales Manager</li><li>• Senior Management Team</li><li>• PTCs</li><li>• Key contacts at agency chains (FC, STA etc)</li><li>• Key contacts at foreign GSAs (Trek etc)</li></ul>
<b>Skill Requirements</b>	<ul style="list-style-type: none"><li>• Great understanding of agent business</li><li>• Strong Sales &amp; relationship building skills.</li><li>• Strong commercial skills including financial and analytical skills</li><li>• High level of communication and negotiation skills</li><li>• Marketing experience</li><li>• A capacity to think and operate strategically.</li><li>• Excellent organizational and follow up skills.</li><li>• Record of exceeding customer / client expectations.</li><li>• Outstanding written and verbal communications skills.</li><li>• Problem solving ability and results orientated attitude</li><li>• Be able to travel interstate on a regular basis to support current accounts, and also be able to travel overseas from time to time</li><li>• Strong people management skills</li></ul>

## **Key Tasks /Responsibilities:**

- Key emphasis on Flight Centre relationship, contracting and ensuring continued growth
- Establish key contacts with all preferred chains in Australia and New Zealand
- Nurture and grow National and International accounts utilising your relationship building skills
- Negotiate yearly preferred partner agreements and monitor performance against agreed parameters.
- Budget Management – Accountable and responsible for sales budgets by chain, brand, country /state.
- Develop , plan and execute marketing strategies and campaigns with agent chains and our marketing team for best use of contracted marketing dollars
- Incorporate agent marketing into the yearly brand marketing plans , making sure Agent marketing is a strong focus for the marketing team
- Work with Brands and consumer marketing to ensure consistent messages to market
- Seek out opportunities for Peregrine to be included in any agent marketing activities directed at consumer
- Seek out opportunities for Peregrine to be included in any communication to agents
- Analysis of the sales and marketing effectiveness – and clear communication of the analysis results.
- Organise Peregrines sponsorship of agency chain conferences
- Work closely with the Area Sales Manager Team Leader and their team to provide direction and strategies for sales growth
- Strategic input at senior level by providing specific market feedback to assist with company goals
- Seeking and building new opportunities as well as seeking out new partnering opportunities to grow the business.
- Management of Agent Sales Manager, ASM Team Leader and National Sales Co-ordinator