



## Vacancy Notice & Job Description Sales Executive – Benelux

**Discover The world** is a leading sales representation and marketing company working within the travel industry and we manage a portfolio of over 120 companies covering air, cruise, hospitality, car rental, tourist boards and travel technology.

**Our client:** We proudly announced at this year's Arabian Travel Market in Dubai that we will be representing Saudi Arabia's flag carrier, **Saudia** in multiple markets.

'Saudi Vision 2030' is a government program launched by the Kingdom of Saudi Arabia aimed at increasing economic, social and cultural diversification and the airline will play a key role in supporting this program. Saudia will be a strategically important client for Discover the World and we are looking for a highly talented individual to join our team as a sales representative, dedicated exclusively to Saudia in Benelux.

Your **Primary Objective** will be the achievement of commercial goals established by our client and you will leverage your existing travel trade relationships- as well as develop and foster new ones to achieve a broad channel mix with several new revenue streams.

In this role you will be the face of the airline in the market and you will;

- Identify relevant sales channels and establish a set of key accounts within each channel
- Work with each account to establish a strategy for each to maximize the revenue potential, while maintaining an acceptable cost of sale for the client.
- Provide ongoing feedback to your manager and to Saudia to ensure decisions on pricing and strategic initiatives are based on accurate competitive analysis
- Provide product training to key accounts through webinars and in-person sales visits
- Identify and develop corporate revenue by engaging with the TMC's as well as directly with the companies.
- Organize and host fam trips to Saudi Arabia in conjunction with the airline and the tourist authority
- Represent Saudia at trade-shows and events and collaborate with the country's tourism authority to showcase the destination
- Work together with our marketing team to implement and support campaigns and special projects
- Work both independently, as well as part of the Saudia and Discover the World teams

### **Who are you ?**

An outgoing sales-minded individual who understands the sales process in the travel industry and who has the imagination and drive to open new doors and achieve the goals. You will ideally be established in the market and have a good reputation as a reliable and proactive business partner.

### **You will have;**

- Ideally, a business-related degree and a minimum of two years' experience in a travel trade sales role, preferably with an airline
- A proven track record of b2b sales and revenue generation through new business development and strong client relationships
- Experience of working in a diverse and multi-cultural global business
- A skill set of strong communication, reporting and sales disciplines. Working knowledge of Salesforce or similar CRM and OKR / KPI goal setting
- Excellent communication and presentation skills
- Ideally some knowledge of the destination
- A clean drivers licence

### **Personal qualities**

- A positive, can-do attitude and a problem solver
- A great socialiser and people skills
- Personal strong ethics and integrity
- Professional and equitable high standards

**Location:** we are location-flexible but prefer our sales executives to be close to the action with easy access to major highways and an international airport

**Travel:** There will be some domestic and (occasionally) international travel

### **Benefits:**

- Opportunities for professional development and growth within the company.
- A supportive and inclusive work environment that values diversity and innovation.

**Application Instructions:** To apply, please submit your resume and a cover letter to Discover the World Benelux at [benelux@discovertheworld.com](mailto:benelux@discovertheworld.com) detailing your relevant experience and why you are the ideal candidate for this position.

**Qualifying Requirements:** Only applicants who are eligible to live and work in the Netherlands will be considered.

**Deadline for Applications:** Please submit your application by close of business on 31<sup>th</sup> May 2024. We thank all applicants for their interest in joining our team. Only candidates selected for an interview will be contacted.