



SAMOA TOURISM AUTHORITY
SALES EXECUTIVE (SOUTH ISLAND & LOWER NORTH ISLAND)
Wellington based

With Samoa reopening its borders to international travellers on 1st August and the goal to support the rebuild and accelerated recovery of Samoa's visitor economy, an exciting opportunity exists for an experienced and passionate sales specialist with a results-driven culture to join the Samoa Tourism team as a contractor.

As the National Tourism Office of Samoa, the Samoa Tourism Authority is responsible for marketing and promoting Samoa as visitor destination in **New Zealand**.

The Samoa Tourism Authority therefore requests proposals from qualified sales specialists to provide strategic sales planning and management services and reporting to compliment the marketing and promotional goals of the Samoa Tourism Authority and drive growth in support of the rebuild and recovery.

The successful bidder will be engaged as the Sales Executive **South Island & Lower North Island** (based in **Wellington**) and will take ownership of the **Victorian** market inclusive of all market segments, including corporate and group meetings by soliciting, sourcing, and closing leads for Samoa Tourism. This will be achieved by soliciting existing and new industry relationships and implementing traditional and non-traditional sales techniques, including direct sales and marketing.

ESSENTIALS

- Develop business plans and manage accounts in key leisure segments including Families, Visiting Friends and Relatives (VFR), Active retirees, Couples and honeymooners, Young adventurers, Events and weddings, Corporate and groups including Educational, Religious, Fraternal.
- Cultivate relationships with customers, hotel partners and other meeting-centric members to assure complete satisfaction with Samoa as a destination.
- Generate new leads and bookings including qualifying the business, finding dates, (entering, changing, and releasing) and issue the lead through our database.
- Follow up on leads by collecting hotel availability, coordinating site visits, issue service requests and provide liaison assistance to the client.
- Organize sales trips, face to face appointments, presentations, tradeshow, and client events.
- Sell Samoa to meeting planners across multiple channels including traditional, digital, social media, telephone, in-person and in tradeshow
- and conferences.
- Maintain account records including documenting appointments, activities, importing documents and overall account management in database.
- Collaborate with member hotels' sales teams, exchanging information to better understand their needs and to inform them of client needs.
- Complete a call report prior to and after every sales meeting.
- Track and report personal sales results.

- Be an active member of market-related industry organizations.
- Produce accurate expense reports monthly.
- Other duties may be assigned.

SKILL AND EXPERIENCE

- Degree or equivalent with a minimum of three (5) years of sales travel and hospitality experience.
- Knowledge and passion for Samoa and sales tourism.
- Goal-oriented with prior history of achieving measurable sales goals.
- Service-oriented in building relationships and managing accounts.
- Strong communication skills (oral, written, and technical).
- Team player committed to fostering strong working relationships with external and internal stakeholders.
- Intuitive, innovative, and self-directed.
- Proficient in Microsoft Office software (Word, Excel, PowerPoint).
- Able to adjust schedule to work some evenings and weekends.
- Position requires the successful candidate to work remotely and provide the required services as a Contractor.

BUDGET

1. Budget Allocation – NZD70,000 (for sales services only, excludes actual activities)
2. Payment procedure
 1. Charges for service fee shall be billed directly to Head Office.
 2. Charges related to the project cost that are reimbursable shall comply with approved Work Program and subject to Head Office approval before execution.

SELECTION CRITERIA

The bidder will be assessed against the following selection criteria:

TECHNICAL ASSESSMENT	
OVERALL CAPABILITIES OF FIRM The evaluation will include an assessment of the history of your experience as it relates to the requirements of the role, evidence of past performance and related items a) Overall completeness of the proposal; b) Quality and appropriateness of the proposed approach and methodology; and Innovative approach to the assignment.	20
SALES DEVELOPMENT STRATEGY AND ACTION PLAN (SDSAP) The evaluation will include an assessment of the quality of proposed strategies, creativity, vision and knowledge as demonstrated through the content of the SDSAP, in addition to ROI measurement systems, and related items.	30
FAMILIARITY WITH SAMOA BRAND & PRODUCT The evaluation will include an assessment of the bidder's understanding of Samoa, its culture, and the Samoa Tourism Authority organisation; how you integrate this knowledge into your proposal, cultural fit and related items. Note: this is not a separate section of the proposal, but is an analysis of your whole presentation.	20
QUALIFICATIONS The evaluation will include an assessment of your qualifications, experience, and specific knowledge as it relates to the requirements, etc. 1) General qualifications [20%] - relevant tertiary qualification 2) Adequacy for the assignment [60%] - minimum of five (5) years working experience in destination, travel and airline sales; - thorough knowledge and understands the issue, sectors and opportunities	20

<p>of the destination in the region and have relevant direct experience.</p> <ul style="list-style-type: none"> - willingness to work collaboratively with others in a fully transparent and accountable process. Demonstrate ability to create confidence and maintain confidentiality; and - strategic knowledge and practical understanding of sales campaigns. <p>3) Experience in region and language [20%]</p> <ul style="list-style-type: none"> - a sound understanding of tourism in the region and globe and essentially has a sound knowledge of Samoa Tourism and its development over the last ten (10) years. 	
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TO APPLY

If you are someone who is local to the area, positive, intuitive and seeking a sales position where you can make a difference, please forward your **proposal with resumé** and **cover letter** and to: Samoa Tourism Authority, Manager Sales & Marketing, Dwayne Bentley (dwayne@samoa.travel) with “Sales Executive – **South Island & Lower North Island**” in the subject line. Submissions close 5th August 2022.