

Global Head of Sales

Branch:	Global
Work location:	Office
Reports to:	Global Integrator

Our Values

In everything we do at Inside Travel Group, we strive to deliver a Quality and Friendly service with Integrity, Determination and Passion using our collective Knowledge. This is at the heart of the organisation, and the company looks for every individual to demonstrate this daily. Each member of the team is expected to exemplify the company values through their work and professional conduct. We expect everyone to set an example to those around them and to be conscious that they are representing the company when working with customers and partner organisations.

Our Culture

You'll be part of a fun, friendly team of employees, all of whom share a passion for our destinations, a belief in our brands and a strong collective sense of values and purpose. Our work culture is supportive, creative and dedicated, and it's at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it'll be important that you play your part.

Job Purpose

The Head of Sales (HoS) is accountable for the overall performance of the global sales team in terms of productivity, sales, service, and profit across all market segments. The HoS will cultivate a culture of high-performance, building a positive, engaged, and competitive sales environment across all sales markets. Its core aims will be the maximization of enquiry conversion rate and sustainable profit, while increasing the lifetime value of clients through world-class customer service.

The Role

The ITG Head of Sales sits within the Function Heads and Integrators (FH&I) peer group as one of the key global leadership roles. You will lead a global sales leadership team that, collaborating closely with Marketing and Product in particular, will drive the profitable growth of the business.

You will embody the ITG values and set the cultural tone for your team of Branch Sales Managers (BSM) and Sales Team Leaders, ensuring our sales teams live our 'Sales as Service' ethos. Your teams around the world will marry a desire to delight their clients at every opportunity with a positive, competitive attitude toward sales targets, rewarded by motivational incentive schemes.

You will model the culture of self-directed learning that underpins ITG's approach to personal development and will use your flexible leadership skills to guide and coach your management team to peak performance.

Being a highly capable communicator, both verbally and in writing, you will build strong links with your colleagues across all functions and will ensure the critical Sales-Product-Marketing triangle works seamlessly together.

You will gather the insights from your global BSM team on each of our local sales markets and develop a global Sales strategy that balances the benefits of global consistency with local opportunity.

In consultation and collaboration with the Board and Head of Marketing you will set stretching but achievable global targets and will hold your management team accountable for delivery.

You understand that productivity is critical to profitability and will ensure your BSM team deliver consistent and sustainable levels of productivity across the global teams. You will identify opportunities to drive improvement in productivity through investment in systems and process development, and will adapt expectations accordingly.

Your analytical nature will allow you to use statistics and data to inform your planning and decision-making. Your conclusions will identify the areas of greatest opportunity for the business, drive improvements and sustain continuous high performance

Who you will be working with

- **Branch Sales Managers:** The HoS leads the global Senior Sales Leadership group, collectively responsible for maximizing the growth and profitability of each sales market and ensuring agreed global sales policy and best practice is shared and implemented worldwide.
- **Head of Marketing:** You will collaborate constantly with Marketing, working together to ensure the end-to-end of the customer journey is understood and optimised, ensuring that the strategy of both functions is aligned considering both direct and trade channels; that data and other beneficial information flows seamlessly and that there are strong links globally between Sales & Marketing at all levels.
- **Head of Product & Japan/IAT Product Managers:** You will ensure a beneficial feedback loop between product and sales, to enable the product team to provide the right product at the right price to maximize lead conversion.
- **Head of Operations and Head of Booking Delivery:** Collaborate closely to ensure Sales and Booking Delivery are aligned and focused on maximizing the efficiency and productivity of both teams.
- **Customer Experience Manager:** Ensure alignment and consistency of approach to customer service pre-, during and post travel for our clients from global sales team and Customer Experience teams.
- **Chief Financial Officer:** You will keep the Finance function constantly appraised of progress toward targets, enabling any variance to be factored into budget and forecasting.
- **The Board:** You will deliver annual strategy, quarterly rocks and regular reports on sales performance to the Board, seeking input and guidance where issues of significance arise.
- **POD:** The volume of recruitment, training and development within the Sales function and Travel Consultant role in particular requires a seamless relationship with HR and L&D teams across the globe

Level of budgetary responsibility

The HoS is accountable for setting the annual Sales budget, which incorporates the global sales staffing and capacity plan; recruitment; bonus and commission schemes; training and development and significant travel costs including Sales fam trips.

What you will be doing

As a complex, senior role the core tasks of the Head of Sales position are divided into the themes below. This list is indicative and non-exhaustive.

Strategy and Planning

- In collaboration with the Board and FH&I peers, ensure that a clear sales strategy exists that aims to grow the business in a sustainable manner that is in line with the ITG vision and objectives.

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- Together with local BSM/BI teams identify opportunities, insights and issues unique to the local sales function and markets.
 - Work with Branch Sales Managers to create detailed sales forecasts across all market and brand segments, and produce an annual plan that links long term strategy to immediate actions.
 - Ensure this plan is clearly communicated to all relevant parties, kept regularly updated, refined and delivered on time.
 - Develop quarterly project plans (rocks) that stem from the annual plans, communicate via the SharePoint channels and deliver in a timely manner.
 - Establish and adjust core margins and selling prices by monitoring costs, competition and demand factors across all branches to maximise sustainable profit.

Sales Performance

- Ensure global sales performance meets company expectations with enquiries converted to bookings at the highest possible level whilst maintaining high levels of customer feedback.
- Maximise profit per booking and maintain high productivity per Travel Consultant (booking numbers; profit).
- Focus on increasing the Lifetime Value of clients, in close collaboration with the Marketing team.
- Work closely with Product to conduct regular competitor analysis exercises to enable analysis of commercial, sales/service and product questions.
- Work with global sales leadership team to ensure commission and bonus schemes effectively incentivize the desired behaviours and deliver as per OTE expectations.
- Provide clear direction and coaching to global Sales Management team.
- Final line of escalation for serious client incident and emergency scenarios, supporting Customer Experience and Sales Management team.

Capacity Planning and Team Development

- Create and deliver the global recruitment strategy for the sales function, ensuring capacity closely matches demand and lead conversion is maximized
- Work with POD to ensure Job Descriptions reflect the developing requirements of sales roles and that recruitment processes are robust, delivering high quality new recruits as and when required.
- Ensure new starter training and onboarding is effective in bringing new TCs rapidly to the expected level of performance, with focus on key Time-to-Competence metric.
- Promote a culture of self-analysis and peer support, ensuring an ongoing focus on self-development informally and with formal training sessions from the Sales Management team down
- Ensure sales training is dynamic and builds internal shared learning and external innovations into an evolving understanding of best practice. Make sure this is globally implemented and fully embedded.
- Recruitment and training of Branch Sales Managers and Sales Team Leaders.
- Ensure the global sales team is fully engaged with other functions, providing support and contributing where requested and appropriate.
- Review Sales function management and team structures on a regular basis to ensure fit for purpose.
- Work with Systems Development team to seek continuous improvement to key sales systems, and ensure effective utilisation of all IT systems and equipment throughout the team.

Communication

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- Use the Sales Function SharePoint site to present important and relevant information to both the team and wider ITG audiences.
 - Design and implement appropriate meeting structures to enable effective communication to flow throughout the Sales function, and to facilitate collaboration with other functions.

Reporting and Analysis

- Work with Systems Development Manager and ITT to create a suite of useful reporting tools capable of aiding decision-making in the sales forum, focusing on a segmental analysis of the team performance.
- Use data to identify a set of meaningful KPIs by which to benchmark and analyse performance at team, company and individual level.
- Ensure analysis is carried out to an appropriate level and key findings communicated with key stakeholders and acted upon accordingly.

Outputs & Deliverables

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- Creation of annual function strategy plans, annual targets and quarterly function Rocks, in collaboration with the Sales Leadership team and FH&I group.
 - Regular reporting of monthly performance data to Board, identifying notable trends and actions planned.
 - Global sales targets with associated capacity and recruitment strategy.

Outcomes & KPIs

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- Global Gross Operating Profit (GOP)
 - Global TC productivity measures (GOP£/TC; AL/Bkg conversion %)
 - Customer feedback statistics (POC and post trip client review)
 - Customer lifetime value/repeat rates

What you will need

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- Demonstrable experience of driving meaningful change and commercial growth in a senior sales leadership role
 - Experience of management of large and geographically dispersed teams, ideally with remote and international experience
 - Experience of creating and communicating both long-term strategy and annual plans
 - Experience in setting budgets and ongoing management of function financial position
 - Demonstrated ability to communicate, present and influence credibly and effectively at all levels of an organisation
 - Strong coaching skills; ability to guide and coach others to fulfil their potential
 - Excellent IT skills, particularly knowledge of AXUM or other CRM
 - Ability to be highly productive and balance competing priorities
 - Expertise with data acquisition, manipulation and analysis
 - Extensive sales experience, ideally in travel or similar B2C environment
 - A detailed knowledge of sales theory and principles
 - A competitive desire to hit challenging sales and profit targets

What we are looking for from you

- Positive, mature, and self-motivated character, capable of inspiring others
- Emotional intelligence balanced with a sharp intellect
- Passionate about sales and the delivery of exemplary customer service
- Committed to ITG values and supportive of Board initiatives
- Flexibility to work outside core hours to a reasonable degree to work effectively within a global function

Beneficial skills and experience

- Previous senior management or leadership experience in a travel business
- In-depth knowledge or experience of our destinations (travel, living, or working)
- Qualification in sales and/or leadership
- Project management skills/experience/qualifications

Pay & Conditions

Candidates will need to have the unrestricted right to work permanently in the relevant branch country. For this position, we are unfortunately unable to sponsor visas. It is expected that the majority of your initial induction and onboarding will take place in the office. We are happy to consider applications for hybrid, or remote working in line with our flexible working policy, subject to demonstrating task competency.

Salary	From Salary grade S1 - £62,234 per year plus bonus, dependent on experience
Hours	37.5 hours per week
Holiday	25 days annual leave, rising by one day each year to a maximum of 28 days, plus statutory holidays, plus an extra day's leave for your birthday
Health	Employee Assistance Program; Enhanced parental leave
Pension	3% employer pension contribution
Bonus	Annual discretionary bonus, related to the performance of the company and the individual, up to 125% of gross monthly salary
Benefits	Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Designated learning and development time

About Inside Travel Group

Inside Travel Group Ltd is a growing travel company whose head office is in Bristol, with other sales branches located in Broomfield, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000, and InsideAsia Tours, established in 2012 and specialising in travel to South-East Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover. Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our holidays grant people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.
