

Sales Team Leader

Branch:	Bristol, UK
Work location:	Office
Reports to:	Branch Sales Manager

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 organization, 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 organizations.

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

To maximise the performance of your team of Travel Consultants, driving them to hit individual and team targets in productivity, sales, service and profit.

The Role

You'll be accountable for the performance of your team of Travel Consultants (up to 7), maximizing their potential to convert suitable enquiries to bookings at a high rate while providing world-class customer service. Your role will be to coach, inspire, guide and motivate your team to get the most out of every individual, supporting them to hone their sales skills, deepen their destination knowledge and excel at customer service. You'll hold them to account when they miss the mark, coaching them through challenges and difficult situations.

You'll embody the ITG values and ensure your team live our "Sales as Service" ethos – balancing our commitment to world-class customer service with the commercial imperative. You'll focus on making sure all opportunities are maximized – whether that be ensuring each new client enquiry is given the best chance to convert or ensuring that any complaints are handled as effectively as possible. You'll be responsible for ensuring ITG process and policy are consistently applied within your team.

You'll build a supportive team culture for all individuals whether they be office based, hybrid or fully remote, motivating and inspiring the team to reach their potential whilst also encouraging personal responsibility and ownership. You will model the culture of self-directed learning that underpins ITG's approach to personal development. Your team will balance a positive, competitive attitude toward sales

targets with a desire to delight their clients at every opportunity. You'll share your team's passion for their destinations and their desire to share these experiences with their clients.

Onboarding of new starters will be a key part of your role, designing and delivering training while ensuring it is embedded effectively. You'll actively look for opportunities for improvement from all team members, using data to help analyse their performance.

Who you will be working with

You will lead a team of **Travel Consultants** of varying experience. You'll be flexible in your leadership style depending on the individual and their stage of development. Ensuring a mutually beneficial relationship based on trust, honesty and respect with your direct reports is essential.

You'll work in close partnership with other **Sales Team Leaders** within branch, under the leadership of the **Branch Sales Manager**. You'll work together to make the most of all enquiries and opportunities and ensuring consistency in approach. You'll tackle challenges together, come up with creative ideas for improvement and feedback key information to product, operations and marketing teams. You'll also work closely with the global Sales Management team exchanging ideas and experiences to set and define best practice across the function.

Level of budgetary responsibility

You will be responsible for authorising refunds or payments to remedy client complaints where necessary. You'll also have a small monthly budget to spend on incentives and team building for your team.

What you will be doing

Team Management and Leadership

- Ensure enquiries received are responded to quickly and to a high standard through effective distribution of leads across the team and proactive monitoring of individual workloads and performance.
- Ensure sufficient capacity at all times by monitoring absences across the team and communicating effectively with sales management colleagues.
- Implement sales policy, process and procedure, ensuring guidelines are embedded and adhered to across the team.
- Design and deliver skill and knowledge training, ensuring a holistic approach that shares best practice and integrates this amongst the team.
- Provide first line support, responding to team questions and assisting to successfully resolve customer complaints or escalations.
- Regular collaboration with Sales Management colleagues to contribute toward the continuous improvement of function performance both within branch and globally.
- Devise engaging sales incentives and communicating achievements to sufficiently inspire and motivate team.
- Monthly reporting of team sales performance and progress towards KPIs (including commission) to Branch Sales Manager.

People Development

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- Promote a culture of self-analysis and peer support within the team using coaching, balancing individual styles and approaches to ensure a collaborative, supportive and high performing team, regardless of working location.
 - Proactively seek areas for performance improvement for your team no matter the stage of their career; ensuring effective weekly catch ups and biannual appraisals are delivered; working with individuals to create and follow through on personal development plans; signposting internal and external resources to improve skills; holding individuals to account for their performance.
 - Monitor the health and wellbeing for your team, providing support and signposting to relevant resources and escalating for further support where required.
 - Play an active role in the recruitment, onboarding and training of new starters throughout their 6-month probation period to optimize performance.

Outputs & Deliverables

- Daily team meetings
- Weekly 1-2-1 check-ins
- Monthly individual TC performance reports to Branch Sales Manager with analysis
- Biannual TC performance reviews (including appraisal forms and Personal Development Plans)
- Training sessions and resources for new starters and more experienced staff
- Complaint handling escalations where required

Outcomes & KPIs

A team of high performing Travel Consultants, regularly hitting or exceeding their KPIs, together with a productive, positive and supportive working environment, built on trusting relationships. Objectives and key results include:

- Optimal conversion rates, booking numbers and average profit margin
- Consistently strong feedback scores from both bookers and non-bookers
- Consistently strong post-trip feedback scores
- Minimal level of errors, complaints, refunds and losses.

What you will need

- Extensive sales experience, ideally in travel or similar B2C environment
- First-hand knowledge of Japan and/or our InsideAsia destinations
- Excellent complaint resolution skills; aligning with ITG “Sales as Service” ethos
- Strong coaching skills; ability to guide and coach others to fulfil their potential
- Excellent IT skills, particularly knowledge of AXUM or other CRM
- Strong interpersonal skills, able to establish rapport and build relationships quickly and effectively
- First rate communicator, able to adopt style and approach to suit different audiences/contexts
- Proven leadership ability, whether gained in a personal or professional capacity
- Exceptional teamwork skills, and an understanding of successful team dynamics

What we are looking for from you

You are positive, mature and self-motivated, passionate about sales and delivering exemplary customer service. You will be someone who works hard to motivate others, and takes an immense amount of pride in leading a harmonious and flourishing high performing team. You recognize that no two people are the same, and will therefore understand how to flex your leadership style and management approach to inspire and motivate on both an individual and team level. Naturally perceptive and a skilled

communicator, your high level of emotional intelligence means you know which questions to ask, and when to ask them, to get to grips with potential issues and problems, responding calmly and professionally to get the best out of your team. You are committed to ITG values and supportive of Board initiatives.

Beneficial skills and experience

- Previous involvement in designing and/or delivering informative and engaging training

Pay and 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.

UK

Base Salary	£30,615 - £33,454 per year
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 performance-related bonus of up to 125% of monthly salary
Benefits	Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Employee Assistance Programme • 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 additional branches located in Broomfield, Colorado and Brisbane, Australia, and an operations hub 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 trips 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.