



## Head of Sales – APAC

Based in Melbourne, Australia

Full time

Direct Reports: Sales Consultants APAC

Reporting to: Global Sales Director

### POSITION PURPOSE

The Head of Sales for the APAC region will be responsible for leading the sales team and achieving sustainable sales growth. This involves developing and executing effective sales strategies, identifying new business opportunities, and nurturing existing client relationships. Collaboration with other departments such as marketing and product development will ensure a seamless customer experience and maximise revenue potential.

To ensure success in this role, the Head of Sales for the APAC region must have experience in sales leadership, strong communication and interpersonal skills, knowledge of the APAC market, and the ability to adapt to changing market conditions.

### KEY RESPONSIBILITIES

#### Sales Team Leadership and Coordination

- Take full ownership of leading the sales team to increase sales for all 50 Degrees North FIT group and small group tours.
- Provide hands-on management and guidance to ensure daily, weekly, and monthly sales targets are met.
- Collaborate with the Global Sales Director to establish sales benchmarks and monitor Service Level Agreements (SLAs). Ensure adherence to the sales process and coordinate sales efforts with the Head of Sales in Norway and North America.
- Monitor monthly conversion and bookings, managing ongoing performance and addressing agent/direct complaints.
- Act as the primary contact for pre-departure and during travel issues, overseeing leave approvals for your sales team.

#### Progress Monitoring and Team Development

- Conduct weekly Work-In-Progress (WIP) meetings with the Global Sales Director to review progress and identify areas for improvement.
- Hold monthly WIPs with your team to discuss performance, provide constructive feedback, and support their skill development.

- Identify new opportunities, analyse market trends and competitor activity, and adapt sales strategies for APAC accordingly.
- Coordinate the onboarding of new sales staff and oversee product and sales process training requirements.
- Ensure the sales team headcount meets operational needs and determine ongoing educational needs to keep the team abreast of industry trends and developments.
- Develop and track Key Performance Indicators (KPIs) to measure team and individual sales performance.

#### Relationship Management and Promotion

- Maintain relationships with key agents and agency groups, attending Travel Expos and Shows as needed to promote company products and services.
- Be flexible to assist in other business areas or markets as required by company needs.

### QUALIFICATIONS

#### Strong Leadership and Strategic Thinking

- Proactive, organised, and highly motivated leadership style.
- Demonstrated ability to lead and motivate teams towards achieving sales targets and driving business growth.
- Excellent communication skills for effective task delegation and leading by example.
- Strategic thinker capable of developing sales strategies aligned with business goals.

#### Sales Expertise and Analytical Skills

- Excellent knowledge of the APAC market and outbound travel industry, with an entrepreneurial mindset.
- Deep understanding of sales processes, techniques, and metrics.
- Proficiency in utilising strong analytical skills to collect and analyse sales performance data and market trends.
- Ability to draw insights from data to inform sales strategies and decision-making.

#### Customer Focus and Relationship Building

- Demonstrated independence, trustworthiness, authenticity, and inspiration in dealing with customers.



- Prioritisation of customer needs and preferences in developing sales strategies. Track record of building strong customer relationships and fostering a customer-centric culture within teams.

#### Organisational Skills and Collaboration

- Problem-solving and decision-making abilities to overcome challenges.
- Ability to work both independently and collaboratively in a team environment, managing multiple tasks effectively.
- Commitment to diversity, inclusion, and sustainability initiatives within the workplace.
- Comfortable with adapting to new technologies and applications as required.

#### **BENEFITS**

We offer a competitive base salary that is in line with your level of experience. In addition, we provide sales incentives and profit-sharing potential for added earning opportunities. We also provide familiarisation trips to our Nordic destinations to help you enhance your product knowledge.

We believe in investing in our employees' professional development and offer opportunities for career growth, as well as financial support to help you achieve your goals. Our work setup is hybrid, and we also organise weekly team lunches to foster a sense of community. Furthermore, you have access to fitness facilities at our stunning new office in Docklands Harbour.

#### **APPLICATIONS**

Please submit your updated resume and a cover letter highlighting your experience within Nordic travel.

Email your application to [jobs@fiftydegreesnorth.com](mailto:jobs@fiftydegreesnorth.com)

Kindly note that we do not accept phone calls inquiring about the position. All applications should be submitted through the specified application process.