

Branch Sales Manager

Branch:	Bristol, UK; Broomfield, US; Brisbane, AU
Work location:	Office; Hybrid
Reports to:	Head of Sales & Branch Director (Matrix)

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 sense of collective values and purpose. Our work culture is supportive, creative and dedicated and is 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 will be important that you play your part.

Job Purpose

To cultivate a consistent culture of high-performance across the branch sales team, building a positive, engaged, and competitive sales environment where the sales management team are making a tangible difference in maximizing the sales of the branch and the potential of sales team members.

The Role

The Branch Sales Manager is accountable for the performance of the branch sales team in productivity, sales, service and profit across all market segments. The 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. You'll regularly report to the Global Head of Sales on the sales situation in your branch against these metrics and targets.

You will inspire your team of Travel Consultants (TCs) and Sales Team Leaders (STLs) to deliver consistent, excellent results in both profit and service. You will embody the ITG values and ensure our sales teams live our 'Sales as Service' ethos – balancing our commitment to world-class customer service with the commercial imperative. Your teams will likewise balance a positive, competitive attitude toward sales targets with a desire to delight their clients at every opportunity. You will share your team's passion for their destinations and their desire to share these experiences with their clients.

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 your 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 focus on ensuring the critical Sales-Product-Marketing triangle works seamlessly together.

You'll create an environment where obstacles can be identified and overcome, while opportunities are sought out and taken. You'll make sure there is a decision-making structure at branch sales level to address these. Your insights and understanding of your local market, developed in collaboration with your local

Branch Director/Integrator, will enable you to identify opportunities unique to your branch, and you will work closely with the Branch Director and functional leadership to evaluate and marry those deemed valuable into our global Sales strategy.

Your strategic mindset will allow you to plan ahead, set stretching but attainable targets and manage team capacity to achieve sustainable, high productivity. You will feed your insights on future trends and local market developments into the global strategic picture. As part of the ITG Senior Sales Leadership team, you will work closely with the Head of Sales and other Branch Sales Managers to develop global strategy, policy and process, the results of which you will implement locally to ensure the One ITG foundation on which local market-driven variation is built.

You will also have a good eye for numbers and, through detailed analysis of team performance data with your local sales management team, will identify areas where marginal gains can make a big difference to overall performance.

The scale of your branch will determine your direct reporting lines. In smaller branches you will manage both Sales Team Leaders and a small team of Travel Consultants; once the local Sales team has reached a significant scale you will focus solely on the management of the team of STLs.

Who you will be working with

The Branch Sales Managers in UK, US and AUS, led by the Global Head of Sales, comprise the Sales Senior Leadership Team, and are accountable for the sales performance of their branch.

Within this peer group, the Branch Sales Managers discuss global sales policy and share ideas, working together on common processes, issues and opportunities. When deemed necessary, one of the Branch Sales Managers may also act as Global Sales Coordinator.

At a local level, you will work closely with the Branch Director and Product and Marketing functions to ensure local opportunities are identified and maximized.

Key relationships include:

- **Global Head of Sales & Branch Director/Integrator (if relevant):** Matrix managed by these roles
- **UK/US/AUS Branch Sales Managers:** Peer group
- **Local Sales Team Leaders:** Line manager of Sales Team Leaders within branch. They in turn line manage teams of Travel Consultants. You may also work with the Sales Team Leaders in the other branches on occasion, such as on global sales projects.
- **Local Sales Operations Manager/Team Leader:** With sales and booking delivery being a key relationship to the success of both departments, you have a matrix management relationship with this role to ensure strong, regular communication and operations between booking delivery and sales within branch.
- **Functional Leadership:** Strong relationships with managers of other functions such as Marketing (direct and trade) and Product will also be vital to success in this role.

Level of budgetary responsibility

The Branch Sales Manager is responsible for determining the appropriate local Sales staffing level and associated budget. You will also have budget for training and incentives for the local sales team, including overseas 'fam' trips.

Outputs

-
- Contribution to quarterly function Rocks, annual targets and annual function strategy plans with the Sales Senior Leadership team.
 - Regular reporting of monthly performance data to Sales Senior Leadership, identifying notable trends and actions planned.
 - Branch targets, capacity and recruitment strategy.

What you will be doing

- Ensure branch sales performance meets company expectations with enquiries converted to bookings at the highest possible level whilst maintaining high levels of customer feedback.
- Maximising profit per booking and maintaining high productivity per Travel Consultant (booking numbers; profit).
- Identify opportunities, insights and issues unique to the local sales function and market.
- Maintain a strong understanding of the local market and competitive environment to ensure ITG is maximising sustainable profit in the branch.
- Work closely with Product to conduct regular competitor analysis exercises to consider commercial, sales/service and product aspects.
- Work with local sales management team to devise incentives to motivate and reward attainment of team sales targets.
- Provide clear direction and coaching to local Sales Team Leaders, responding to team questions and issues, and providing support and guidance for complaint-handling and managing operational issues within branch and in-destination.
- Support Customer Experience team in managing escalated client incidents and emergency scenarios.
- Plan recruitment strategy for branch sales function; oversee recruitment of new Travel Consultants, new starter training and probation period training.
- Oversee branch sales capacity, ensuring adequate staffing at all times and taking local seasonal patterns into consideration.
- Promote a culture of self-analysis and peer support, ensuring an ongoing focus on self-development informally and with formal training sessions for both Travel Consultants and Sales Team Leaders.
- Ensure training is tailored to the needs of the branch, implemented and fully embedded.
- Recruitment and training of Sales Team Leaders.
- Ensure Branch Sales team is fully engaged with other functions, supporting and contributing where requested and appropriate.

What you will need

- Significant experience in a leadership role, including management of managers
 - 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 complaint resolution skills; aligning with ITG 'Sales as Service' model
 - Excellent IT skills, particularly knowledge of AXUM or other CRM
 - First-hand experience and/or knowledge of ITG destinations
-

- Ability to be highly productive and balance competing priorities
- Confidence with data manipulation and analysis
- Extensive sales experience, ideally in travel or similar B2C environment
- A detailed knowledge of sales theory and principles

What we are looking for from you

- Positive, mature, and self-motivated character
- Passionate about sales and delivering 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

- Formal qualifications in sales

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 most of your initial induction and onboarding will take place in the office. The nature of the Branch Sales Manager role requires a high degree of personal leadership delivered in person, and for this reason the successful candidate must be willing to spend a minimum of 3 days a week in the local office, being flexible depending on what is needed for the team. Subject to task competency, we're happy to consider applications for some degree of hybrid working in line with our flexible working policy.

Probation period: 6 months, which can be extended by 3 additional months if necessary (1 month in Australia).

UK

Base Salary	£42,378 - £49,128 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 • Designated learning and development time

US

Salary	\$72,858 - \$84,462 per year
Hours	37.5 hours per week

Holiday	20 days annual PTO, plus 13 public holidays, plus an extra days' leave for your birthday
Health	100% Medical, Dental and Vision Insurance Premiums Covered for Employee Healthcare and Dependent Care Flexible Spending Accounts
Retirement	401(k) – up to 3.5% company match
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 • Employee Assistance Programme • Designated learning and development time

AUS

Salary	\$81,063 – \$93,974 per year
Hours	38 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; Personal & Sick leave entitlements; Covid-19 Vaccination side effects paid leave (1 day); Company paid parental leave – 1 week (in addition to any statutory entitlements)
Superannuation	10.5% p.a. rising to 11% in July 2023
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 • 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.