

Group Sales Consultant – Business Events and Groups

Virgin Australia strategic objectives

Australia's Favourite Airline Group. Leading through loyalty – customers, partners and community

1. Impress our customers
2. Strengthen our relationships
3. Be business smart
4. Put safety first and deliver operational excellence
5. Our people at their best

Level	1	Location	Brisbane
Department	Business Events and Groups	Division	Sales Operations
Group	Commercial	Direct Reports	Nil
Reports to	Team Leader	Manager once removed (MOR)	Leader, Business Events & Groups
Role Scope	Group Sales Revenue Target	Created / Updated	14 APR 2015

Role Summary

My Role:	To sell Virgin Australia, Strategic Alliance Partners and Tigerair Group & Conference Travel. Manage VIP Customers, Club members, Sponsored Customers and guests travelling as part of a group from the point of sale through to the fulfilment of business including operational delivery and financial reconciliation. To focus on the growth of the Group Sales & Conference business through excellent Customer Service, by developing positive and lasting relationships with key accounts and by proactively identifying new opportunities.
My Department:	The Business Events and Groups team is responsible for generating revenue through the sale of group airfares and ancillary products to industry professionals and the general public for Virgin Australia, Tigerair Australia and Strategic Alliance Partners.

Accountabilities and Key Metrics

Accountability	Major activities	Key Metrics
1. Financial	<ul style="list-style-type: none"> ▪ Achieve annual individual and departmental revenue targets ▪ Up sell Virgin Australia/Tigerair products to guests, i.e. Business Class, Alliances and Velocity ▪ Identify and provide market trends and intelligence to groups management and revenue management as to why quotes are not converting ▪ Build future growth in customer portfolios by recognising repeat conversion of business ▪ Effectively manage all group 	<ul style="list-style-type: none"> ▪ Booking review ▪ Flown revenue ▪ % of quotes to bookings ▪ Sales targets achieved ▪ Revenue growth on customer portfolio ▪ 100% accuracy ▪ Demonstrated relationships with internal stakeholder, feedback and observation

Accountability	Major activities	Key Metrics
	<p>requirements with little to no errors resulting in no revenue leakage</p> <ul style="list-style-type: none"> Engages key internal stakeholders as required for support including Revenue Management and Account Managers Active involvement in sales team meetings and sales activities Work with your team members to ensure all work is being attended to within the outlined SLA's to achieve team revenue and customer service targets 	
2. Safety	<ul style="list-style-type: none"> Adhere to safety reporting process Abide by appropriate safety behaviours expected by the business 	<ul style="list-style-type: none"> All mandatory safety training is completed within the set timeframe and achieve required pass rate
3. Operational	<ul style="list-style-type: none"> Work with internal stakeholders to ensure maximum benefit to customer is achieved Ensure all fees and charges are applied on each booking where applicable Ensure all payments are collected within the appropriate deadlines and ticketing time limits Ensure all spread sheets and bookings are up to date as required Ensure all financial reconciliation is completed in line with internal department processes All queues and inboxes are managed daily and within their SLA requirements Work with internal stakeholders to ensure maximum benefit to customer is achieved 	<ul style="list-style-type: none"> Reports from finance Audits Daily reports Leader observation
4. Customer	<ul style="list-style-type: none"> Work with all contacts from industry and corporate sales to receive and then facilitate VIP customer group travel requests, including Exco requests. 	<ul style="list-style-type: none"> Communications delivery seamlessly with minimal service interruptions for our Guests Proactively find and solve customer challenges in a

Accountability	Major activities	Key Metrics
	<ul style="list-style-type: none"> Develop strong business relationships with key operational customer stakeholders to facilitate seamless service delivery to meet the unique needs of the Customer Respond to all emails within SLA taking into consideration priority of imminent travel Ensure all telephone calls and emails are handled in a highly professional manner Respond to all telephone messages within 24 hours Understand the guests needs in order to provide and consult on arrangements Ensure all information provided to the customer is clear and accurate Ensure you have thorough product knowledge of all Virgin Group /Tigerair Australia products Provide feedback to revenue management where quotes haven't been competitive Create and update then distribute all GTA's where applicable to manage special requirements for groups 	<p>professional manner</p> <ul style="list-style-type: none"> Client feedback, compliments and complaints
5. People	<ul style="list-style-type: none"> Participate in & initiate feedback & Coaching conversations by completing formal and informal check-ins with Leader within annual review cycle Attend and actively contribute to team meetings Contribute to team dynamic by respecting and assisting all other team members. 	<ul style="list-style-type: none"> Participate in all formal and informal check-ins during the annual review cycle Positive contribution to team meetings

Decision Making Authority

Decisions role expected to make	Recommendations role expected to make
<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

Values and behaviours

We think customer

- Our customers are at the heart of everything we do
- We are passionate about creating an outstanding flying experience
- We deliver consistently high service internally and externally

We do the right thing

- We always put safety first
- We act with integrity and honesty
- We create a sustainable and inclusive environment for our people and the community

We lead the way

- We lead by example
- We have the courage to think differently
- We innovate

We are determined to deliver

- We do what we say we're going to do
- We are responsive
- We are committed to excellence in all we do

Together we make the difference

- We work together to achieve success
- We consider our impact on others
- Our people set us apart

Expertise

	Must have	Great to have
Knowledge/qualifications	<ul style="list-style-type: none"> ▪ Thorough knowledge of a GDS ▪ Proven abilities in high level customer service ▪ Knowledge of airline ticketing, Fares and Ticketing 1 and 2 	<ul style="list-style-type: none"> ▪ Previous Group or Event experience ▪ Diploma in International and Domestic Travel
Skills	<ul style="list-style-type: none"> ▪ Highly developed written and oral communication and presentation skills ▪ Proven computer literacy in all Microsoft applications ▪ Ability to prioritise work and respond to high volume customer requests and enquiries effectively ▪ Demonstrated ability to engage and operate at all customer levels while also able to collaborate with multiple stakeholders and partners (internally and externally) in the development and execution of 	<ul style="list-style-type: none"> ▪ Advanced analytical skills in understanding market segmentation and customer profiling ▪ Ability to work well with Excel Formulas ▪ Experience using "SalesForce" and/or other CRM

	Must have	Great to have
	customer specific offers , RFP requests and contracted customers <ul style="list-style-type: none"> ▪ Highly organised and able to work well under high pressure 	
Experience	<ul style="list-style-type: none"> ▪ Proven experience in negotiating in a competitive environment ▪ Proven network of corporate or travel related contacts ▪ Demonstrated ability to work with high volume communication via emails and phone calls ▪ Experience working in or dealing with Retail or Corporate Travel Agency 	<ul style="list-style-type: none"> ▪ Experience working in an airline environment ▪ Experience in successfully managing and prioritising a large portfolio of accounts in relation to travel management, and or airline service agreements ▪ Extensive experience in contract negotiation and tender preparation

Key interactions

Internal	Business Events and Groups team, Revenue Management, Accounts staff, Sales team, Airport staff, Guest Contact Centre, IT department, Alliance team, Revenue Management, OCC
External	Professional Conference Organisers, Retail and Corp Travel agents, Tour Operators, Wholesaler Agents, Other Airlines, Group Travel Organisers, customers direct

Sign off

I have read and understand the requirements of this position. I agree to consult with my Leader should I not understand the key accountabilities or expectations of me. I will carry out the position to the best of my ability and understand I must meet required performance standards and targets. I accept the responsibilities of the position as outlined above.

I understand the position description for my role is constantly evolving, based on emerging priorities and shifts in organisational and department needs, and therefore will be updated from time to time.

Team member name: [Add name]	Signature:	Date:
Leader's Name:	Signature:	Date: