

HF Holidays Ltd

Trade Sales Manager

Responsibilities

The Trade Sales Manager reports to the Head of Sales and is responsible:

Headline responsibilities

1. **To be accountable for the annual achievement of the guest week and revenue targets through travel trade relationships.**
2. **To manage sales related projects and business development opportunities relating to the travel trade within the sales.**

Sales Responsibilities

1. To manage all sales **accounts and partnerships** on behalf of HF Holidays. Ensuring that annual business plans are agreed with the accounts. Annual business plans include communication schedules, sales targets, costs, sponsorship, advertising, competitions and reporting.
2. To manage all sales **travel agents** on behalf of HF Holidays. Ensuring that annual business plans are agreed with the key accounts agents. Annual business plans include communication schedules, sales targets, costs, sponsorship, advertising, familiarisation trips, training, competitions and reporting.

To provide continued support to all non key agents through regular communication when required.

To train and support HF Holidays staff when required on travel agent management and processes.

3. To manage all **wholesale tour companies** on behalf of HF Holidays. Ensuring that annual business plans are agreed with the key accounts agents. Annual business plans include communication schedules, sales targets, costs, sponsorship, advertising, familiarisation trips, training, competitions and reporting.
4. To produce business plans for all trade areas in points 1, 2 and 3. To include guest week and revenue forecasts that can be feed in to the overall business strategy process.
5. To control and garner support from other department to develop and improve the service and systems provided to trade partners.
6. Be HF Holidays travel trade expert and advise Management team on trends and changes in the industry.

7. To arrange HF Holidays presence through a stand or through attendance at travel trade shows.
8. To arrange annual familiarisation trips for all trade partners.
9. To work with travel experts to develop awareness of HF Holidays as a tour operator.
10. Manage in line with the overall business strategy the commissions paid to the trade.
11. To act as the main contact with trade bodies such as UKinbound and Visit Britain.
12. To act as a member of the sales team providing ideas, support and action to achieve the agreed sales strategies and plans for the department.