



## JOB DESCRIPTION

<b>Job Title</b>	<b>Regional Sales Manager (South East Asia)</b>	<b>Department</b>	<b>MICE</b>
<b>Reports To: Direct Indirect</b>	<b>General Manager (Singapore) Global Director of Sales</b>	<b>JD Date</b>	<b>Aug 2019</b>
<b>Job Information</b>			
<b>Type of Role</b>	<b>Management</b>	<b>Location</b>	<b>Singapore</b>
<b>Job Purpose</b>			
<p>Responsible for growing new and existing client relationships and MICE sales within South East Asia. Be the proactive point of contact for regional and international clients and direct corporate customers who want to appoint Destination Asia as their DMC provider for SEA meetings &amp; events.</p> <p>In conjunction with the General Manager (Singapore) and the Global Director of Sales, build and execute a SEA regional sales plan. Generate new business leads that convert into sales to support DA countries to meet targets for revenue growth, profitability and market share within the MICE sector. Explore and exploit opportunities to retain and grow market share by building strong relationships across the region with clients and partners.</p>			
<b>Collaboration:</b>			
<p>The Regional Sales Manager (SEA) is expected to work closely with internal stakeholders across the Group, including in-country management, MICE, operations and finance teams as well as the global sales team. Externally the Regional Sales Manager will manage and develop relationships with meetings, incentives, convention and events organizers as well as Corporate Clients and hotels.</p>			
<b>Accountabilities:</b>			
<b>Strategy</b>	<ul style="list-style-type: none"> <li>In collaboration with the GM (Singapore) and Global Director of Sales build and execute a business plan for regional MICE sales growth within SEA region.</li> <li>Create an annual sales budget to set targets for revenue growth, profitability and market share in the SEA MICE market.</li> <li>Develop and implement a client acquisition plan for SEA to identify new and existing target clients to maximise regional MICE sales leads and conversions.</li> </ul>		
<b>Execute</b>	<ul style="list-style-type: none"> <li>Drive regional sales through the development and execution of a regional MICE sales business plan.</li> <li>Responsible for the annual sales budget for regional MICE sales SEA and monthly reforecasting by developing and maintaining pipeline management tools and statistics.</li> <li>Act as the conduit between clients and in country MICE teams to ensure client brief is clearly communicated and proposals clearly capture the experiences that guests will participate in.</li> <li>Develop and implement multi-country programs, related proposals and presentations to present to clients for maximising sales opportunities.</li> </ul>		

- Provide recommendations to improve the effectiveness of processes or programmes within SEA MICE space to ensure DA remains a leading DMC for MICE.
- Drive innovation and creativity to exploit opportunities for growth and upselling.
- Support the continuous improvement of sales and proposal development processes for in country MICE teams.
- Accountable for 100% utilisation of Pipedrive for proposals generated by Regional Sales Manager SEA.
- Ensures RFP budgets and project cost sheets provide accurate tracking of financials and maximise profits for both reporting and actuals.
- Responsible for producing monthly report, tracking of pipeline and sales activities against budget and communicating to all stakeholders.
- Build relationships with regional partners to facilitate introductions to prospective clients looking to hold events in SEA.
- Attend regional networking events, international trade shows and sales trips when required to maximise sales opportunities.

## Qualifications/ skills/ experience / knowledge

### Qualifications

- Diploma in tourism or related field.
- Additional industry related qualifications an advantage but not mandatory.

### Experience

- +5 Years' Experience in Corporate Events, MICE, DMC or Hotel sales roles.
- A proven ability to organise, distribute and complete work within a multinational and multicultural environment.
- Outstanding reputation and demonstrable client network and contacts.
- Dealing with both regional and international clients.
- Knowledge of SEA markets (including Singapore, Hong Kong and Malaysia) desirable.

### Skills

- Ability to be creative in both concept creation and problem solving.
- Self-motivated, highly organised, pro-active and flexible.
- Deadline oriented and ability to multitask is a must.
- Excellent written and oral communication skills in English (additional languages will be an advantage).
- Strong work ethic with a real commitment to continuous improvement and change.
- Computer proficient (Microsoft Office Products).
- Team player with ability to work alone and travel as required.

This role requires extensive travel around the South East Asia region.

## Focus on our People

Competency	Description	Level	Behaviours
<b>Engaging Others</b>	Acts in a way that gets others on board – and when things don't go to plan, they deal with conflict in the right way. Indicators: <ul style="list-style-type: none"> <li>✓ Influencers</li> <li>✓ Role models</li> <li>✓ Credible</li> <li>✓ Constructive Challengers</li> <li>✓ Motivators</li> </ul>	Our managers	Communicate appropriately depending on audience and situation. They admit their mistakes. Facilitate sensitive discussions to resolve conflict or problems and remove barriers. Inspire their teams to strive for more, assign work based on how people work best. Use informal network of contacts to build support for new ideas.
<b>Providing Direction</b>	Shares that plan with others. Tracks how each project is progressing. Gives constructive feedback during, and after, each project. Indicators: <ul style="list-style-type: none"> <li>✓ Visionaries</li> <li>✓ Performance trackers</li> <li>✓ Feedback givers</li> <li>✓ Future focussed</li> </ul>	Our managers	Explain where the business is going to others, for cascading through teams. Links team goals to company strategy. Take action when results or performance are lower than target and will work to make things better. Seek feedback from others areas of the business. Monitors that performance improvements are being made.

## Focus on our Results

<b>Drive</b>	Always gets the job done. And still puts the needs of our business first. Indicators: <ul style="list-style-type: none"> <li>✓ Committed</li> <li>✓ Energised</li> <li>✓ Organised</li> <li>✓ motivators</li> </ul>	Our managers	Evaluate progress of teams, projects and people and drive changes to get results. Take on new opportunities and match resources to business demands. Ensure a work – life balance is achieved for self and the team. Inspire team members to stay focussed under pressure
<b>Business Thinking</b>	Understands our business. Uses this understanding in their day-to-day work and plans for the future. Indicators: <ul style="list-style-type: none"> <li>✓ Forward thinking</li> <li>✓ Experts in our industry</li> <li>✓ Familiar with our business</li> </ul>	Our managers	Anticipate future requirements; come up with long term plans by testing different options. Maintain focus on day to day management but never lose sight of future plans. Know who key stakeholders are and how they affect the business. Know the competition and how different tactics have worked before. Focus on business results.