

## Sales Developer – Job Description

You generate the maximum amount of profitable sales through the achievement of sales targets (quantitative and qualitative) set for you by meeting the needs of prospects, within a defined geographical scope and in line with the company's business strategy. You are in active and permanent search for new opportunities to develop our turnover.

### RESPONSIBILITIES

- Generate sales to achieve maximum profitability against annual sales targets
- Identify potential targets in line with development strategy
- Track your lead portfolio throughout the sales process: from pipeline creation to contract
- Analyze and understand the stakes of prospects to adapt our proposal to their specific needs
- Coordinate with Procurement and Analytics department to define the best proposal meeting prospect expectations
- Support the Account Manager in the onboarding phase to ensure the success of the partnership
- Establish and maintain effective communication links with other company departments to identify all sales opportunities
- Maintain accurate records of all sales activities and prepare regular forecasts to enable effective forward planning
- Create and develop your own network
- Promote Entegra Europe in your network
- Participate in transversal communication actions (Trade show, internet, etc.)
- Maintain an awareness of company products and services and of relevant sales techniques to ensure that the sales role is carried out as effectively as possible

### Specificities linked to the position

- Travel within geographic area supported
- Travel related to coordination with other European countries
- Flexible schedules to meet client needs and deadlines

### Relationship - Connections

- External: clients and prospects (directs/indirects), partners
- Internal: Sales team: other salespersons and Sales Manager – Head of country - colleagues from other departments (procurement, ghosting, support, operations)

### Requirement

- 2 years' Experience in a sales role – possibly as part of their studies (apprenticeship)

### Possible professional developments

- Account Manager
- Sales Manager
- ....

### PERSON SPECIFICATIONS :

#### COMPETENCIES - ESSENTIAL

- **Ambition – Combativity**
  - Utilize urgent energy as a catalyst to sales process
  - Happy to try – Happy to learn (even if it is from something that didn't work)
  - Resilient: searching for the right way of reaching the goal even if things are not what we imagined they should be – Keep trying
  - Know how to manage your motivation throughout the sales cycle (6 months on average)
- **Analytical mind**
  - Understand the complexity of our model and know how to make it simple and understandable quickly
- **Individualizer**
  - Ask questions to understand unique needs and differences of individual customers => Listen and modify approach to consider buyer's culture, needs, emotions, desires
  - Never stop at a no – but feel when the limit is reached
- **Advisor**

- Ability to educate each prospect on a partnership they do not know and did not imagine (reveal to the prospects that they need us)
- **Focus:**
  - Focus time and resources on accounts with the highest business potential => Set clear goals and maintains consistent direction for continual progress towards priority

## COMPETENCIES - NICE TO HAVE

- **Positive mind – Self motivated**
  - Display confidence, self-assurance and conviction
  - Resolutely facing bad news, delays...
  - Know how to move forward despite uncertainty
  - Propose alternative options and present creative solutions and innovations
- **Advisor**
  - Understand the client’s knowledge, context, and experience => Invest time to gather as well provide information to clients.
- **Analytical mind**
  - Show the value we bring (economic value + support – to customers and to suppliers)
  - Evaluate proposals using a range of criteria and identify their advantages and disadvantages
- **Active Listening**
  - Listen objectively, carefully and attentively
  - Show flexibility, adaptability and willingness to embrace change
  - Adapt to any type of interlocutor (decision-maker – influencer)
    - Make everyone feel important
    - Create trust with each interlocutor from the first interaction
- **Interpersonal skills - Network**
  - Create in each meeting the opportunity to develop your network
  - Build and maintain a wide range of contacts in relevant and influential areas
  - Command respect within the industry and the wider business community
- **Communication skills**
  - Communicate articulately, clearly and concisely
  - Convince and win the decision to engage the partnership
  - Effective presentation skills
- **Adaptability**
  - Modify approach quickly for prospects to make sure service => Effectively adjust to new situations or systems and able to initiate changes in order to meet client needs
  - Know how to be competent over the entire sales cycle (from the pipeline creation (white page) – get first meeting and then succeed – convince and get decided – identify inflection points at the prospect – negotiate – signature)
- **Autonomy**
  - Make decisions, even in the face of uncertainty and incomplete information
  - Organize your own work
  - Do not drop a less liked part of the sales process
  - Know how to move forward at the same time all the files started, whatever their evolution
  - Resourceful - Do not depend on support functions - Do not wait for others to do it (we are in a start-up nobody will do it for you)
- **Teamwork**
  - Know how to mobilize external help if necessary (hierarchy, other service...)
  - Build in link with analysis team and buyers, the right partnership proposal and responding to the stakes of each prospect (as part of the ghosting)
  - Report on the progress of your activities
  - Share network information with purchasing and operational teams
  - Ability to collectively participate in a complex business case

## **KNOWLEDGE**

Know the upscale hotel sector

- Issues facing the sector
  - Organization of a hotel
  - Knowledge of internal relationships – hierarchy - direct and indirect influence between different managers or department managers
- Prospecting techniques
  - Sales techniques
  - Negotiation techniques
  - Previous sales experience

## **REMUNERATION**

Attractive remuneration package