

Job Description Sales Analyst

September 2019



About GlobalStar Travel Management

GlobalStar is the world's leading independent Travel Management network, owned and managed by local entrepreneurs, operating in more than 3,500 locations and in over 85 countries across the globe. Our company vision is to position GlobalStar in the multinational business travel market as the best alternative to the mega global TMCs.

About the role

The position of Sales Analyst will form part of the Global Executive Team reporting to the Vice President, Global Sales and Services. In this position, the Sales Analyst will work under the direction of the Vice President, Global Sales and Services to support and realise the annual sales targets and strategic vision of our organisation.

This is a part time position, working 25 hours per week initially, with the potential to increase to 30 hours or full time for a candidate with the right skill set.

Salary negotiable depending on experience.

The role will focus on the following key areas:

Sales Administration

1. Produce quarterly reports for Horizons and Board meetings
2. Produce data to support Partner reviews
3. Maintain and keep up to date, the current Sales Projects in the CRM
4. Maintain client / past RFP contact lists
5. Undertake special projects from time to time as required by the business

CRM Administration

1. Load all sales opportunities into GlobalStar CRM and maintain accurate records
2. Work with Partners to collect local client lists, load lists into the sales report and analyse data
3. Identify common clients in pursuit of new business acquisition and the retention of existing business
4. Once identified, work with wider GET team and Partners on the development of networked business on a Global & Regional basis

Financial

1. Take overall responsibility for maintaining standard pricing
2. Complete costing models and report on commercial viability where required
3. Work with the Vice President, Global Sales and Services and Partners to complete compelling commercial proposals for RFPs
4. Analyse and track effectiveness of commercial proposals, tracking trends and producing benchmark data
5. Maintain records of forecasted and actual sales revenue

Key responsibilities include:

- Using internal CRM tools, the Inside Sales Manager will:
 - Establish initial data set and maintain the data set on an ongoing basis
 - Identify networking opportunities and work with Partners and Regional Account Managers to drive the networking and consolidation process
 - Support Partners in the retention of existing clients
 - Develop a Regional Prospect list through networked information & industry knowledge by investigating RFP / Procurement tender lists & data bases
 - Identify and build a timeline for forthcoming RFP's i.e. knowing when a prospect is going out to tender in order to build a strong pre-sales relationship
- Work to Global and Regional targets, tracking and analysing progress
- Promote and report on the use of ShareStar Sales Reports with the remit of maximising adoption
- Communicate Sales results and progress to Partners

- Report on a monthly basis and ad hoc, progress versus planned performance
- Develop and maintain strong communication with regional Partners
- Ensure that knowledge sharing is maintained with gaps identified and addressed
- Oversee regional communication between Partners & Sales information
- Support with all commercial elements of the sales process – i.e. Pricing
- Maintain strong financial reports

Knowledge

- Sound knowledge excel and managing CRM databases
- Some prior knowledge of the travel industry would be advantageous
- Sales experience would be a plus
- A good understanding of the cultural nuances and variances around the world

Skills

- Experience of CRM tools
- Strong financial skills and understanding
- An analytic approach
- Proactive with the ability to implement a performance measured Sales plan
- Self-motivated to react and ensure that the Plan stays on track
- Effective, but culturally sensitive communication
- Organisational skills
- Collaboration skills
- Problem solving
- Ability to professionally represent the company both internally and externally
- MS Office PowerPoint and Excel skills to a high level

Behaviour/Motivation

- Self-motivated
- Results driven
- Progressive and strategic thinking
- Calm, outcome focused approach
- Commitment and ability to collaborate
- Willingness to keep abreast of industry trends and competitor analysis
- Self-driven to realise our objectives and succeed
- Results driven

