



Sales Manager Job Description

Company Background

We are a luxury chalet company based in Morzine, France in the heart of the Alps. We offer holidays in our self catered and catered chalets for skiers in the winter and in the summer, we offer self catered holidays for people wanting to enjoy a wide variety of mountain activities or just enjoy the views. Sustainability is at the heart of absolutely everything we do.

Our mission

To create mountain experiences that change people's lives and improve the health of the planet

Objective of the role

Excellent customer service is at the heart of an AliKats holiday and this starts right from the moment a guest enquires about booking a holiday with us. The sales manager needs to understand and share our values to ensure that the guest experience is of the highest quality. Put simply, the objective of the role is to ensure that all chalets are fully booked from the start to finish of each season

Role Profile

We are seeking a dynamic and results-driven Sales Manager to join our team. The Sales Manager will play a crucial role in driving revenue growth by effectively promoting and selling our holiday packages and services. The ideal candidate will possess excellent communication skills, a strong sales acumen, and a genuine enthusiasm for travel, hospitality & sustainability

Responsibilities include (but are not limited to)

- Achieve revenue goals on a monthly basis.
- Build and maintain strong relationships with clients, understanding their preferences and needs to tailor holiday packages accordingly.
- Conduct outbound sales campaigns by canvassing AliKats client database
- Converting enquiries into bookings by creating a bespoke package specific to the client's requirements
- Develop a deep understanding of AliKats Mountain Holidays' offerings, including chalets, services and local activities
- Using expert local knowledge to recommend a chalet best suited to the client's needs
- Actively identify new business development strategies, i.e. lead generation
- Diligently document communications with clients in Hubspot so that accurate useful records are maintained and this will facilitate personalized follow ups in the future
- Prepare sales reports on a weekly & monthly basis
- Actively looking to exceed client expectations through excellent customer service
- Identify channels and formats to communicate with, including but not limited to: voicenotes, personalized videos, emails, phone calls, social media and whatsapp messages
- Using initiative to improve processes and create efficiencies
- Supporting marketing campaigns as required
- Show potential guests round the chalets when requested
- Propose and drive seasonal pricing at least 12 months in advance
- Manage & Maintain accurate pricing and availability information across all sales channels (website, AirBnB, booking.com, etc.)
- Use sales techniques to maximise revenue while maintaining existing guest loyalty
- Promote our values and identify clients who share them
- Work closely with other departments, including marketing, operations, and guest services, to ensure seamless execution of bookings and exceptional customer satisfaction.
- Stay informed about industry trends, competitor offerings, and customer preferences to maintain a competitive edge in the market.

Skills & experience

Essential

- Proven track record of sales



- Minimum of 5 years relevant professional experience
- Experience of working to and exceeding targets
- Excellent verbal and written communications skills in English.
- Intermediate (A2 / B1) written & spoken French is also necessary
- Ability to thrive in a fast-paced environment and work proactively with a dedicated attitude and use initiative.
- Confidence in outreach and pitching to potential new clients.
- Competent with a wide range of office applications (Excel, CRM, email etc...)
- Ability to manage your own time, tasks & boundaries
- Driving license and own car

Preferable

- Experience of working within the luxury travel industry
- Experience of working within the hospitality industry

Location

Must be located in the Morzine area

After that, the location can be relatively flexible as long as you are located in the Morzine area at least 50% of the time

Package

- CDI French cadré contract
- €30k/year plus uncapped commission. On Track Earnings of €50k
- Use of a company mobile
- Continuous Coaching: you will work with a team who are passionate about quality, and we will ensure you receive both formal training as well as day-to-day mentoring from your manager.