

<b>Job Title: Business Development Manager – Central South Asia</b>			<b>Region</b> Asia Pacific
<b>Dept.</b> Business Development – Asia Pacific			<b>Written By</b> Matthew Burke
<b>Date Created</b> June 2017	<b>Review Date</b>	<b>Reviewed By</b>	
<b>Position in Organization</b> <ul style="list-style-type: none"> <li>• <b>Reports To:</b> Regional Manager, Pacific</li> <li>• <b>Directly Supervises:</b> None</li> <li>• <b>Indirectly Supervises:</b> None</li> </ul>			
<b>Main Purpose of Job</b> Continue to grow STR's position as a must have source within the accommodation industry of Central South Asia (CSAsia). This entails growing participation, engaging new and existing clients application of additional products. Equally growing the use of STR products for industry partners (non-data providers) who are existing or new clients. This will be achieved through market presence and a strong sales plan, including industry presentations, city presentations, and client engagement with participating and non-participating companies.			

### Key Responsibilities and Accountabilities

<b>1.1 Execute territory market strategy</b>
<ul style="list-style-type: none"> <li>• Deliver market strategy and budget as set by the Regional Manager Pacific; encompassing increased participation, and targeted selling into target hotels.</li> <li>• Work with Regional Manager Pacific to collate, plan and prioritise corporate client recruitment strategy within Central South Asia to satisfy competitor set requests.</li> <li>• Work with Industry Partner and regional business development to grow industry partner revenue</li> <li>• Construct a sales plan to deliver strategy and budget.</li> <li>• Alongside marketing, plan and execute Central South Asia marketing strategy to support overall strategy</li> </ul>
<b>1.2 Drives new business across Central South Asia</b>
<ul style="list-style-type: none"> <li>• Establishing and expanding secondary markets and segments.</li> <li>• Increase the sample of paying clients in the major markets, leveraging the coverage we already have.</li> <li>• Delivers consultative sales to demonstrate the benefits of participation in the STAR program.</li> <li>• Delivers compelling proposals designed around client's needs and expectations.</li> <li>• Grow industry partner revenue exposing more non data participants to ad hoc and subscription products</li> </ul>
<b>1.3 Thought Leadership &amp; Presentations</b>
<ul style="list-style-type: none"> <li>• Plans and executes a presentation and conference attendance schedule for the year in line with budget.</li> <li>• Presentations should include, but not be exclusive to; regular city breakfast briefings, market updates, hotel association meetings, exhibitions &amp; conferences.</li> <li>• Educates new clients on the benefits of benchmarking and value of understanding market performance to help promote the STAR program and industry reports such as seminars.</li> <li>• Presentations should be customised to the audience to gain maximum value and exposure.</li> </ul>
<b>1.4 Develop and utilise internal and external relationships to deliver profitable business</b>
<ul style="list-style-type: none"> <li>• Build a strong network amongst hoteliers and hotel related 3<sup>rd</sup> parties within Central South Asia.</li> <li>• Once built, constantly manage and develop this professional network to generate business for the company.</li> <li>• Work effectively across internal teams, ensuring information is shared effectively and in a timely manner.</li> <li>• Follow and analyze industry trends, and strategic movements by competitors to assess potential market threats</li> </ul>

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

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and identify potential product enhancements

- Provide feedback to the leadership on advancements that could be made, and play a proactive role in assisting with the roll out of future product advancements, ensuring that Industry feedback is considered

### 1.5 Use of STR systems

- Follows all STR SOP's including the use of all systems.
- Ensure all customer contacts and sales are recorded in SalesForce, as performance will be measured using this system.

### 1.6 Plan and deliver agreed marketing and development activities in line with regional strategies

- Plan/carry out/support local marketing activities to agreed budgets and timescales, and integrate personal efforts with other organized marketing activities, e.g., product launches, promotions, advertising, and exhibitions

### 1.7 Personal/Professional Commitment and Development

- Keep up to date with market developments in the industry
- Participate in Internal STR project work as required, eg product roll outs, and obtaining client feedback
- Attend training and actively seek to continually enhance understanding of STR products and value proposition
- Attend marketing events, team meetings, kick off meetings and functions as required
- Adhere to all STR processes and policies and maintain customer confidentiality
- Ensure STR brand and corporate values are evident to the customer at all times
- Understand and adhere to the STR vision and our values

## Core Competencies

Competency	Knowledge
<b>Industry Knowledge</b>	Solid Knowledge and understanding of the global hospitality industry with focus to Central South Asia. Continuously stay apprised of changing trends and activities and industry movements.
<b>Customer Focus</b>	Ability to react quickly and efficiently to customer issues and provide workable solutions and have a genuine desire to exceed client expectations.  Must have excellent relationship building skills. Ability to sell to and negotiate.
<b>People Skills</b>	Effective and diplomatic communicator, both in person and by email/phone. Have an ability to interact effectively with people at all levels in an organisation including senior hotel executives and their staff. Excellent relationship building skills.  Be an effective listener and have an ability to receive, share and process information.
<b>Delivers Results</b>	Takes ownership of planning and organizing work to achieve territory goals. Sets priorities and schedules activities accordingly.
<b>Adaptability/Flexibility</b>	Respond to change with a positive attitude and have a willingness to learn new ways to accomplish work activities and objectives.

## Job Qualifications

Competency	Expectation
<b>Business &amp; Selling Skills</b>	Must be an excellent face-to-face, written and telephone communicator. Able to demonstrate success and experience managing/securing major accounts customers and large contracts, particularly new accounts to generate new sales
<b>Decision making</b>	Must be able to make independent decisions without supervision.

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<b>Negotiation</b>	Must be able to negotiate with senior hotel company staff
<b>Technical and Analytical Skills</b>	Ability to work with multiple types of data, and communicate the benefits accordingly
<b>Resilience</b>	Must be a self-starter, and have enough resilience and persistence to sell to tough clients.
<b>Education</b>	Must be fluent in English written and oral

## Job Context

<b>Context</b>	<b>Description</b>
<b>Travel</b>	The job holder will be expected to travel extensively, with frequent over night stays. The majority of work undertaken will be out of the office at meetings.
<b>Key Contacts &amp; Relationships</b>	Externally – Executive and Senior management of corporate companies, General Managers of properties, Revenue and Sales managers, wide variety of industry stakeholders from senior management to analysts.
<b>Public Speaking</b>	Presentations are a core part of the role and the job holder must be comfortable and proficient in public speaking.