

Title of the position	
Indirect Sales and Customer Relation Manager Club Med Australia & New Zealand	
Purpose of the position	
Responsible for the Indirect sales dynamic in Australia and New Zealand; Managing the customer care experience and evolution	
Operational missions	
Mission 1 :	Manage and drive Indirect Sales through a segmented recruitment strategy
Mission 2 :	Develop our Customer Care Experience to enhance our brand positioning and to increase retention
Mission 3 :	Manage all commercial and contractual relations with Clients and partners (Indirect accounts, Shop in shop partners, Call Centre partners)
Management missions	
Mission 4 :	In a multichannel strategy work in partnership with all other departments.
Mission 5 :	Manage the sales teams and develop their competencies and skills in line with HR processes
Responsibilities	
	Be responsible for Indirect cashed-in BV & sales contribution
	Be responsible for the country BV & achievement
	Be co-responsible for the brand image & positioning of Club Med within the upscale strategy.
KPIs	
Performance KPIs	Country BV & Indirect Sales Contribution Indirect channel P&L and Recruitment Rate Reply Rate, Conversion Rate & Customer Retention
Stake KPIs	Top Line BV (direct and indirect)
Management	
Regional Sales Representative	
Industry specific competencies	
Local market industry intelligence Call Centre management experience Extensive Sales/Indirect industry experience Negotiation and Strong team management Fluent spoken and high level of written English (customer relations)	
Line reporting	
Reports to :	Country Director
Functional :	Trade Marketing Executive

List of tasks

Mission 1 : Manage and drive Indirect Sales through a segmented recruitment strategy

- Participate in the country budget and build in conjunction with the other Manager's a yearly Marketing & Sales Plan which develops sales in an upscale strategy
- Devise a strong segmentation strategy that allows us to maintain existing business and grow recruitment (BV, location and potential growth)
- Recommend and implement a commercial action plan with targeted upscale agents: e.g.: product training, incentives, special offers, eductours, co-marketing actions, etc...
- Monitor closely your sales performances, and adjust the action plan accordingly
- Ensure the Company's strategy and direction is understood by your team and agents
- Build strongly Club Med's standing with travel partners, represent the brand at all major events/expos and when possible through the trade press
- Track and follow-up the cashed-in BV in collaboration with the RAF
- Monitor the budget and trade marketing costs in collaboration with the Marketing and Internet Sales Manager

Mission 2 : Develop our Customer Care Experience to enhance our brand positioning and to increase retention

- Coordinate, supervise and evolve the customer care process. Ensure through our partner that all complaints and feedback are dealt with in line with an upscale strategy.
- Guarantee that each customer is heard, contacted and given appropriate compensation, within the legal requirements of the country.
- Track the information available to us in GMFB and letters so that it can be leveraged by operations and sales.
- Measure the ROI of our actions and grow loyalty through our customer complaints retention rates.
- Evolve the booking conditions requirements with our product and evolution
- Manage all sales aspects of crisis situations for Australia and NZ
- Handle and manage (or supervise) all relations with lawyers when necessary

Mission 3 : Manage all commercial and contractual relations with partners (Indirect accounts, Shop in shop partners, Call Centre partners)

- Manage all commercial and contractual relations with partners (negotiate contracts directly or through your team and supervise all contractual signing)
- Negotiate annual agreements, define a commission strategy in line with our vision and needs
- Build sustainable and successful relations with agents in order to achieve a fast reliable growth

Mission 4 : In a multichannel strategy work in partnership with all other departments

- Manage sales teams according to individual performances
- Structure and put into place a training program for new and existing staff: E.g. subjects Sales techniques (B2B/B2C), Internet sales, transport, customer relations, brand image, product knowledge, Tools SAMU, people soft, etc...
- Integrate and accompany news GO's
- Lead annual assessments

Develop team skills by identifying training needs, coaching and training team members

Mission 5 : Manage sales team and develop their competencies in line with HR processes

Give clear vision and direction to the sales force

Manage, coach and reinforce the entrepreneurial spirit the sales teams adapting to their individual needs and performances

Structure and implement, with HR Manager, adapted training programs for the sales force

Recommend candidates to the CD and HR coordination Director and make packages proposals

Integrate and accompany new GO's

Lead annual assessments

Develop team skills by identifying training needs, coaching and training team members