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Hotel Sales Executive – Nairobi Serena Hotel:

Tourism Promotion Services (TPS), Serena Hotels is a collection of 22 up-market hotels, safari lodges, camps and resorts within 7 Countries in the Eastern Africa region (Kenya, Tanzania, Zanzibar, Mozambique, Uganda, Rwanda, DR Congo).

We are renowned for our presence in magical locations and have the highest reputation for standards and service. We at Serena recognize that human resources are our most important asset, and significant resources are allocated annually towards staff development.

We are currently seeking qualified individuals for the position of **Sales Executive at our Nairobi Serena Hotel** whose responsibilities will be as outlined below:-

Key Role

The Sales Executive will be responsible for maximizing revenue and achieving sales targets for the hotel through effective selling strategies that drive revenue for the unit, building strong client relationships, partnerships, and networks, and ensuring exceptional customer satisfaction while maintaining the brand image of the hotel.

The individual should be dynamic and result driven.

Key responsibilities:

- Develop and implement sales strategies, by identifying new business opportunities, build and maintain strong relationships with both existing and new customers.
- Actively prospect and acquire new customers through targeted outreach and networking.
- Stay updated on market trends, competitor activities and identify key market segments and potential customers to target.
- Conduct regular customer meetings to understand their needs and provide tailored solutions.



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- Achieve and exceed sales targets for rooms, MICE (Meetings, Incentives, conferences, and Events), and other hotel services.
- Negotiate and finalize contracts with clients in a timely and accurate manner to secure profitable business.
- Analyze sales performance against budget and provide regular reports to the management team, highlighting areas of opportunities and improvements.
- Work closely with the marketing, events, and operational teams to ensure seamless service delivery to our discerning customers.
- Coordinate with the revenue management team to optimize room pricing strategies and maximize on yield.
- Collaborate with event planners and organizers to secure conferences, weddings, and other events for the unit.
- Ensure all event requirements are communicated effectively to the operations team for efficient execution.
- Monitor customer feedback and address any issues promptly.
- Work towards enhancing the overall guest experience to promote repeat business.
- Prepare and deliver persuasive and compelling sales presentations to potential clients to showcase the unique features and advantages of the hotel and differentiate it from competition.
- Assist in the development of the sales budget and work towards achieving revenue goals.
- Monitor expenses related to sales activities and ensure adherence to the budget.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Sales, Marketing, Business Administration, or related field

EXPERIENCE REQUIRED:



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- Proven experience in hotel sales, with a track record of meeting or exceeding targets.
- Should have at least 2 years' experience in selling five-star hotels.

COMPETENCIES REQUIRED:

- Strong organizational and time management abilities
- Excellent communication, negotiation, and presentation skills
- Results-oriented mindset with a focus on achieving and exceeding sales target
- Ability to work independently and collaboratively in a fast-paced environment.
- Adaptability to changing market conditions and client needs.

Applicants who have fulfilled the stipulated criteria are encouraged to submit their applications along with certified copies of their certificates to:

Jobvacancy.kenya@serenahotels.com on or before **26th February 2024**