

Position Description **Sales Manager XML - CIS**

Job Title:	Sales Manager XML– Eastern Europe - CIS
Reporting to:	Regional Sales Director
Department:	Sales
Location (primary):	Eastern European Region (home based) – CIS region

Job Purpose

We seek an experienced Sales Manager for the travel industry to work closely with our retail and XML partners in Eastern Europe. The ideal candidate will have experience in B2B bedbanks or similar roles in Eastern European markets. They should be professional, credible, confident, and enthusiastic, with a proven track record in business development and account management.

Key qualifications include strong verbal and written communication skills in English, with an additional Eastern European language being a plus. Excellent negotiation and client influence skills are essential. The candidate must manage multiple projects simultaneously while maintaining attention to detail and optimizing sales and profitability to meet or exceed budget expectations.

The main objective is to grow business in the assigned region/accounts and maximize revenue through exceptional customer management, product knowledge, and sales tactics, aiming to achieve or surpass revenue and margin targets.

Key Responsibilities

- **KPI Achievement:** Exceed regional KPIs and targets set by the Regional Director of Sales, focusing on TTV, margin, and profit levels.
- **Credit Management:** Supervise and coordinate with accounts to control client debt exposure.
- **Sales Activity:** Manage account overrides to ensure effective P&L alignment.
- **Internal Collaboration:** Work closely with analytics, customer service, finance, and supply teams to address partner needs and foster collaboration.
- **Brand Ambassador:** Promote WebBeds as a key hotel supplier and increase market share.
- **Account Management:** Manage a portfolio of accounts, update the CRM, resolve technical issues, and liaise with support teams for customer service issues.
- **Brand Promotion:** Promote WebBeds, including WebBeds Sunhotels and WebBeds DOTW, in Eastern European markets and attend trade shows and conferences.
- **Commercial Relationships:** Build strong commercial relationships and initiate promotions and incentives to drive growth and market share.
- **Communication:** Maintain regular communication with clients and internal teams through various channels.
- **Business Development:** Acquire new clients within the assigned region, identify new opportunities, and record them in the CRM.
- **Performance Analysis:** Monitor client booking numbers and margins against targets.
- **Teamwork:** Collaborate with the Eastern European sales team to solve problems.
- **Market Knowledge:** Stay updated on the Eastern European markets, key players, competitors, trade shows, and marketing possibilities.
- **Financial Responsibility:** Ensure credit accounts have approved limits and terms, assist in payment recovery, and complete financial and trading agreements.
- **Management Responsibility:** Work within the Eastern European Sales Team, reporting to the Regional Director of Sales, with no direct reports.

Required Experience and Knowledge

Essential	
Qualifications & Knowledge	<ul style="list-style-type: none"> • Proven sales and relationship building skills, within the Eastern European XML and retail travel sector/market. • Knowledge and comprehensive previous experience of working as a Sales Manager (or equivalent) within the B2B travel industry • Proven track record of meeting targets and delivering success as a Sales professional, both in business development and account management • Exceptional verbal and written communication skills in English other languages is a plus (Eastern European languages). • A solid working knowledge of Microsoft application. i.e. Office (word, excel, PowerPoint, Outlook), Share Point, Power BI, Dynamic 365, etc.
Experience, Skills and Behavioural Requirements	<ul style="list-style-type: none"> • Strong relationship management skills with external and internal stakeholders • Outstanding analytical, numerical, and problem-solving skills, able to use data to identify underlying trends and make informed commercial decisions. • Ability to prioritize workload managing multiple projects with new and existing partners. • Strong commercial instinct and entrepreneurial drive combined with ability to think creatively and take initiative to execute effectively. • Highly motivated with excellent organizational and planning skills. • Ability to travel

About WebBeds

Launched in 2013, WebBeds is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel products easier. It sources accommodation and destination services from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade buyers, who sell to the travelling public.

Hotels and other suppliers - global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more - can sell their products to a global network of online and offline travel buyers through robust solutions that provide greater inventory control to simplify distribution, and leverage WebBeds enhanced analytics to inform inventory optimisation choices – saving costs and increasing revenue.

Travel buyers - online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC's, group providers, airlines and more - can integrate the hundreds of thousands of hotels and ground services in the WebBeds marketplace through simple and seamless API connectivity, or they can search, shop and book online through one of WebBeds trade only booking sites.

WebBeds operates globally through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 1,500 travel professionals working in 120 cities across 50 countries worldwide. WebBeds also operates specialist brands JacTravel DMC and UHI. **JacTravel DMC** provides tailor-made travel arrangements for offline FIT and groups traveling to the UK, Ireland and key mainland European destinations to the international travel trade. **UHI** is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at www.webbeds.com

WebBeds is a travel brand of Webjet Limited (ASX: WEB).

About Webjet Limited.

Webjet Limited, an ASX 200 listed company (ASX: WEB), is a global travel business that enables travel the world over through our market leading travel brands supported by our travel technology businesses.

Our digital travel brands, spanning both wholesale and retail markets, include; **WebBeds** - a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel easier, **Webjet** - the market leading Online Travel Agency in Australia and New Zealand, and **GoSee** - a global motorhome and car rental ecommerce site.

Our travel business are supported by smart technology we build and invest in that differentiates our offerings and make booking and transacting travel better, including **Trip Ninja** - providing complex travel itinerary automation technology to digital travel businesses globally and investments in **ROOMDEX** and **LockTrip**.

Find out more about Webjet Limited at: www.webjetlimited.com