

## Position Description. **Sales Manager - Pakistan**

<b>Job Title:</b>	Sales Manager - Pakistan
<b>Reporting to:</b>	Commercial Director
<b>Department:</b>	Sales
<b>Location (primary):</b>	Karachi
<b>Name of hiring manager:</b>	Othmane Ammari

### **Job Purpose.**

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To grow the overall business in Pakistan and maximize the revenue of a portfolio of Umrah Agents through exceptional customer management, product knowledge and sales tactics with the aim of achieving the revenue and margin target set for each client, and new business target.

## Key Responsibilities.

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- To deliver sales, margin and revenue company targets whilst looking after our clients in the assigned markets.
- Promote Umrah Holidays International and increase brand awareness and exposure in the assigned markets.
- Day to day management of the portfolio of accounts within the assigned markets ensuring that their daily trading is constantly analysed, observed, and optimized.
- To focus and prioritize sales and account development to meet budget targets.
- To gain an in-depth understanding of all clients, their set up, their technology, their focus areas, to maximize opportunities & sales growth.
- To build strong and influential relationships with clients and IT houses at C level to create new sales opportunities.
- To finalize agreements, overrides and incentives.
- Provide training sessions and webinars for clients and leads.
- To implement regional company strategy in line with P&L.
- Work on client sales segmentation and new business acquisition.
- To entertain clients and sponsor client events as required.
- To represent the company at trade shows, conferences, and client events with a focus on raising the company profile and building awareness on our brand.

## Key Measures.

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- KPI: Reach and exceed regional KPIs & target set by CD at TTV, margin and profit level.
- New clients: Increase new client portfolio monthly growth.
- Credit effectiveness: Supervise and coordinate with accounts peers to maintain client's debt exposure under control.
- Product delivery: Ensuring monthly mapping of product XML Clients, including IT platform management.
- Sales activity: Account management of overrides, ensuring effective P&L alignment.
- Team engagement: Successful engagement with your peers in other regions.
- Reporting: Weekly and Monthly comprehensive reporting to the Commercial Director.

## Required Experience and Knowledge.

<b>Essential</b>	
<b>Qualifications &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Must have proven Track record in Sales, Account Management and Business Development in Travel Industry, preferably within the B2B travel distribution.</li> <li>• Must be fluent in English and Urdu and Market specific Languages.</li> <li>• Must understand the importance of the Umrah experience and be able to talk from experience.</li> <li>• Knowledge of reporting tools, Excel, PowerBi.</li> <li>• CRM tools experience.</li> </ul>
<b>Experience, Skills and Behavioural Requirements</b>	<ul style="list-style-type: none"> <li>• Minimum of 4 years sales experience.</li> <li>• Has in-depth knowledge of and experience with the Umrah Industry and online B2B distribution, excelling at lead generation, relationship building, and closing deals</li> <li>• Strong negotiating, business development skills to drive sales and growth in key source markets.</li> <li>• Experienced industry professional with a positive attitude and strong in building and maintaining relationship with clients and other stakeholders.</li> <li>• Must be a sales hunter for new business and new client acquisition.</li> <li>• Organized and detailed: juggling multiple clients and deadlines.</li> <li>• Self-starter, able to work under pressure.</li> <li>• Time management skills: understand how to prioritize, respect deadlines.</li> <li>• Drive and self-motivation: Goal oriented.</li> <li>• Research and analytical skills to benchmark market and identify opportunities.</li> <li>• Teamwork and cross department collaboration.</li> <li>• Experience with reporting deadlines.</li> </ul>

## About Umrah Holidays International.

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Umrah Holidays International is part of the WebBeds Group; The world's fastest-growing and second-largest business to business (B2B) accommodation provider to the travel industry.

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Umrah Holidays International (UHI) provides a digital solution to simplify the Umrah journey and the booking process including visas, hotels, meet and greet, transfers and sightseeing in the holy land of The Kingdom of Saudi Arabia (KSA).

The visa integration process has been developed in accordance with the KSA Ministry of Foreign Affairs requirements and enables UHI to offer simple and quick e-Services to facilitate the planning, processing and issuance of visas for pilgrims in line with the KSA's historic role in serving Muslims and Islam.

Leveraging on WebBeds global distribution network and strong partnerships with KSA hotels, UHI undertakes to promote religious travel to Saudi Arabia to Travel Agencies worldwide. Our partners will also benefit from a comprehensive range of leisure inventory and packages bookable via online and offline channels, pre or post the spiritual visit to the kingdom. UHI's simple and user-friendly trading environment supports the KSA's vision and ambition to welcome 30 million religious' tourists by the year 2030.

As part of WebBeds, UHI benefits from over 40 years' experience in distributing travel products to the global B2B travel industry along with the backing and financial support of the Webjet Group of companies that has a global annual turnover in excess of AUD 3.5Billion. Our staff of over 1,800 travel professionals are dedicated to distributing hotel content to 20,000+ travel companies globally whilst providing an unrivalled level of service that is amongst the best in the business.

Find out more about the Umrah Holidays International business at [www.UmrahHolidaysInternational.com](http://www.UmrahHolidaysInternational.com)