

Terms of Reference (ToR)

Position Title: Assistant Sales Officer

Reports to: DGM-Marketing & Customer Service

Purpose of the Position:

To support Bhutan Airlines' sales operations through client engagement, lead follow-ups, and execution of sales strategies aimed at improving revenue and market reach.

Key Responsibilities:

1. Assist the Sales Manager in implementing sales and promotional activities.
2. Maintain and develop relationships with travel agents, corporate clients, and customers.
3. Follow up on marketing leads to ensure timely conversion into confirmed bookings.
4. Provide accurate fare quotations, product information, and customer support.
5. Identify new business opportunities and potential markets.
6. Collect market feedback and share insights for decision-making.
7. Support marketing events and promotional campaigns when required.
8. Prepare regular reports on sales performance and client feedback.

Key Competencies:

- Strong interpersonal and communication skills.
- Result-oriented and customer-focused mindset.
- Good presentation and persuasive abilities.
- Knowledge of airline ticketing and fares (preferred).
- Ability to work under pressure and meet deadlines.

Performance Indicators:

- Individual sales performance and target achievement.
- Quality of client servicing and relationship management.
- Number of leads converted to bookings.
- Contribution to marketing and promotional initiatives.