

Terms of Reference (ToR)

Position Title: Assistant Sales Manager

Reports to: DGM – Marketing & Customer Service

Purpose of the Position:

To lead and manage Bhutan Airlines' sales initiatives, strengthen market presence, build strong partnerships with agents and corporate clients, and convert marketing leads into tangible sales and revenue growth.

Key Responsibilities:

1. Develop and implement sales strategies to achieve revenue targets and expand market share.
2. Identify and cultivate relationships with travel agents, corporate clients, and tour operators.
3. Supervise and guide the sales team to ensure effective performance and target achievement.
4. Conduct regular market research and competitor analysis to inform business decisions.
5. Coordinate with the Marketing Team to align campaigns and promotions with sales goals.
6. Monitor the sales performance for every Station, GSAs, PSAs and B2B agents.
7. Monitor sales performance and prepare periodic reports for management review.
8. Ensure all sales activities comply with company policies and service standards.

Key Competencies:

- Leadership and team management skills.
- Strong communication and negotiation abilities.
- Strategic thinking and business development acumen.
- Good understanding of airline operations and travel trade.
- Proficiency in MS Office and CRM systems.

Performance Indicators:

- Achievement of sales and revenue targets.
- Growth in agency and corporate partnerships.
- Improved conversion rate from leads to sales.
- Positive feedback from clients and partners.