



The Dragon Trip - Job Description Sales and Client Service Manager - UK

The Dragon Trip is a leading tour provider for affordable adventure tours across Asia, while The Coyote Trip provides affordable tours across the USA and Canada. Both companies focus on showing the real side of the countries we visit, through engaging backpacking trips that aim to broaden cultural understanding amongst the next generation of global citizens.

Both brands are part of the Transforma Travel Group, a leading youth travel company. Transforma's family of brands create culturally enriching, off-the-beaten-track, and educational adventures for travellers and students alike. Across all our brands, our mission is the same: to expand minds through transformative travel experiences.

The Role:

We're seeking someone who is primarily experienced and knowledgeable in group adventure touring, who has previous sales management experience. A person who is driven, confident, personable and a great communicator with the ability to train and lead. Able to work closely with the Head of Commercial to improve processes, develop and execute ambitious growth strategies. They will need to adapt to new systems, overcome challenges faced during rapid expansion and be passionate about the positive impact travel can have on young people.

The Sales and Client Service Manager will be primarily responsible for delivering excellent sales and service results through the sales team, through three key revenue streams - agent sales, direct sales, and the DMC side of The Dragon Trip business. Ensuring the team are fully able to maximise sales from the enquiries that arrive in the team, and to actively seek to generate new leads and partnerships to hit sales targets.

Responsibilities:

- **Team leadership:** Develop, motivate, and manage our sales team, fostering excellence and recognition (currently 4 members, with plans to grow).
- **Analytics:** Drive the sales team using KPIs to ensure effective lead management, targets are met, and our commercial decisions are data-driven.
- **Maximise profits:** Work closely with the finance team and keep close to the groups' tours market to: - competitively price our tours, analyse what's selling, lead the development of new tours and exceed our margin goals. Ensure the team are confident in selling our value, are working to fill tours to capacity and are maximising upselling opportunities.
- **Trade and Series Tours Management:** Grow agency sales and the DMC side of The Dragon Trip, through proactive business development initiatives and sales strategies.
- **Marketing and Brand:** Promote The Dragon Trip brand, collaborate with marketing, and manage events to boost sales.



- **Client Journey:** Ensure the client is at the heart of everything we do, that every stage of our client journey is clear, excellently executed and all touchpoints with clients are upheld. Reviewing feedback to raise service levels and resolve complaints to ensure client satisfaction and advocacy.
- **Operations:** Collaborate with the regional operations teams to take the sales lead to develop new tours, ensure smooth and effective processes, implementing new processes as needed.

Competencies:

- **Managerial excellence:** Demonstrate leadership and managerial responsibilities.
- **Strategic ability:** Will work alongside the Head of Commercial and other managers to make bold but smart strategic decisions, which achieve our growth objectives and are aligned with our values and mission.
- **Communication ability:** Must be able to work with and inspire the sales teams. Needs to be able to communicate company messaging to key clients and stakeholders effectively.
- **Operational ability:** Must be able to effectively uphold processes, execute on plans, in an organized and efficient way, in-line with company timelines and schedules.
- **Sales acumen:** Deliver tangible results and drive growth.
- **Country and industry knowledge:** Passion about the regions we travel to is paramount.

Experience:

- At least 5 years' experience working in sales and groups adventure touring.
- Previous managerial experience, preferably at a hybrid working level.
- Proven track record of strong sales experience and a high level of customer service feedback.
- Knowledge of Asia and ideally travel experience in the region.
- A passion for travel!

If you don't exactly meet the experience criteria but your competencies align with the description, then we still want to hear from you

What you get from us:

- **Responsibility:** Freedom to execute on your ideas, plan your own schedule, and build the change you want to see in the organization.



- Support: We'll invest time in you to allow you to succeed. It is important to us that our team members develop professionally during their time with us.
- Opportunity: We are a rapidly growing company in our space and work hard to recruit internally. We expect to move from a medium- to large-sized entity within 5 years.
- Fun, growing team: Our global offices are growing - be part of the action and grow alongside us.

Terms:

- You will be reporting to the Head of Commercial
- Competitive salary, dependent on experience. Between 42-48k+ team sales related bonus.

To apply for the role, please email a CV and cover letter to lucy.west@transformatravelgroup.com

We look forward to receiving your application!

Transforma Travel Group is an equal opportunity employer and welcome and celebrate diversity and uniqueness in all forms.