

Sales Training Manager

Branch:	Bristol, UK
Work location:	Office/Hybrid
Reports to:	Global Head of Sales (Matrix - Talent Development Manager)

Our Values

In everything we do at Inside Travel Group, we strive to deliver a Quality and Friendly service with Integrity, Determination and Passion using our collective Knowledge. This is at the heart of the organisation, and the company looks for every individual to demonstrate this daily. Each member of the team is expected to exemplify the company values through their work and professional conduct. We expect everyone to set an example to those around them and to be conscious that they are representing the company when working with customers and partner organisations.

Our Culture

You'll be part of a fun, friendly team of employees, all of whom share a passion for our destinations, a belief in our brands and a strong collective sense of values and purpose. Our work culture is supportive, creative and dedicated, and it's at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it'll be important that you play your part.

Job Purpose

To enhance the performance and productivity of the global sales team through the development and implementation of effective training at all stages of their career journey.

The Role

You'll be responsible for creation, delivery, and refinement of sales training across the ITG Sales function. Your objective is to equip our Sales Team with the knowledge, skills and tools they need to excel in their roles and drive revenue growth. You'll ensure training is engaging and effective, in improving the performance and productivity of both the Travel Consultant and Sales Management teams in each of our sales branches.

Your primary focus will be Travel Consultant training which focuses on three main areas – sales skills (following our “Sales as Service” model), destination knowledge and systems/process. With 2-3 intakes of new Travel Consultants in each of our 3 sales branches annually, you'll be responsible for coordinating the scheduling and delivery of our initial 3-week onboarding programme, developing the existing resources, content and style further to improve its effectiveness and consistency across each intake globally. You'll also review and develop follow-up training on the onboarding themes through the initial months in the role, finding opportunities for improvement to ensure knowledge and skills are embedded effectively. Reducing the time to competency of our Travel Consultants is a key ambition – you'll contribute to improving this metric by increasing the effectiveness of initial onboarding and training within the probation period.

When it comes to our existing Travel Consultant team, you'll assess training needs, develop strategies, and execute training initiatives to ensure their success. Through effective feedback loops with your Senior Sales Leadership peers, you'll find opportunities for improvement or focus in specific teams, branches and globally, and create new resources or training sessions to address those. You'll come up with creative approaches to engage and inspire experienced team members to look at topics in a different way and hone their skills. You'll foster a culture of continuous learning with a high degree of personal

accountability for personal development. You'll actively seek new ideas for how to approach training, keeping your finger on the pulse of industry trends and modelling our culture of personal development yourself.

You'll be responsible for upskilling Sales Management and experienced Travel Consultants in their training delivery skills, ensuring sessions delivered by sales management to Travel Consultants are engaging, motivating and ultimately hit the desired goals whether they are delivered in person, fully remotely or on a hybrid basis.

You'll work with Global Head of Sales to refine and improve Sales Management training for both external hires and internal promotion, helping get them up to speed effectively driving high performance from their Travel Consultants as quickly as possible.

You'll visit our sales branches in the USA and Australia to assist with the delivery of training in person, as well as in the UK and on a virtual basis.

Who you will be working with

You'll be part of the Global Sales Leadership team alongside Branch Sales Managers in the UK, USA and Australia. Together you'll be focused on making all our Sales training as good as it can be, finding opportunities and skill gaps and building strategies to address them together.

While you will be part of the Global Sales function, you'll have a matrix management relationship with the Talent Development Manager to ensure our sales training approach is in line with overall company goals in this area.

You'll work closely with Japan Product and InsideAsia Product teams to improve the content and delivery of training aimed at the sales team.

Level of budgetary responsibility

There is no budgetary responsibility for this role.

What you will be doing

- Refine initial 3-week onboarding programme for Travel Consultants, updating content of session plans, ensuring delivery is engaging and effective, to cover all the required information and skills needed for success in the role.
- Assist with delivery of initial 3-week onboarding programme for Travel Consultants, alongside Sales Management team. This will involve visits to overseas sales branches to deliver in person (once per branch in 2024) as well as virtually.
- Schedule and coordinate global onboarding programmes.
- Working with the global sales management team, identify skill gaps and opportunities for performance improvement for the existing Travel Consultant team.
- Develop interactive, engaging, and motivating training sessions to existing Travel Consultant team based on identified skill gaps in various different formats – in person, hybrid, fully remote, live, recorded – flexing your style and approach based on the individual need.
- Work with Head of Sales to improve Sales Management onboarding for both internal and external hires.
- Create and deliver training to upskill Sales Management on delivery of effective training.
- Develop systems to track effectiveness of training at all stages.

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- Gather feedback from participants on training to inform future decision making and improvement.
 - Keep abreast of industry trends and best practices in sales and sales training.
 - Attend workshops, conferences, and relevant events to enhance training skills and knowledge.

Outputs & Deliverables

- A Delivering, creation and improvement of training sessions and resources for new starters and more experienced staff.
- Online self-study reference materials accessible to all to complement delivered training sessions.
- Assessment tools and evaluation methods to measure the effectiveness of training programmes.
- Resources covering sales best practice throughout the process.

Outcomes & KPIs

- You will establish KPIs for sales training effectiveness.

What you will need

- Proven experience in sales training and development, preferably in a managerial capacity.
- Formal qualification in training delivery or similar.
- Strong understanding of sales processes, techniques, methodologies.
- First rate communicator, able to adopt style and approach to suit different audiences, contexts and formats whether in person or remote.
- Proven ability to motivate, engage and inspire sales teams.
- Exceptional organisational and project management skills.
- Results-driven, with the ability to identify and report on metrics for success.
- Flexibility with hours to collaborate and train teams in US and AU where needed.

What we are looking for from you

You are positive, mature and self-motivated, passionate about sales and delivering exceptional training. You'll work hard to engage and motivate others, taking pride in seeing the successful impact of your work on the performance of others. You'll recognize that no two people are the same, understanding how to flex your communication or training to individual or team needs.

You are a proactive and creative problem solver, always looking to find areas for improvement and growth whether those be quick wins or longer term. You'll have fantastic presentation, active listening and communication skills to help you deliver effective training no matter the format, assist with eliciting feedback to identify opportunities and collaborate closely to drive change with your Sales Management colleagues.

You are committed to continuous improvement and playing your part to lead performance improvement for those within your sphere of influence. You'll model our culture of personal development, being proactive about developing your skills wherever the opportunity, holding a growth mindset.

You'll be committed to our Sales as Service approach, keeping a highly client-centric approach at the heart of all ITG training and focused on positive win-win outcomes. You are committed to ITG values and supportive of Board initiatives.

Beneficial skills and experience

- First-hand knowledge of our destinations – Japan, South Korea, Vietnam, Cambodia, Laos, Thailand, Malaysia & Borneo.
- Experience working within the travel industry.
- Proficiency in using sales technology and CRM systems.

Pay and Conditions

Candidates will need to have the unrestricted right to work permanently in the relevant branch country. For this position, we are unfortunately unable to sponsor visas. It is expected that the majority of your initial induction and onboarding will take place in the office. We are happy to consider applications for hybrid, or remote working in line with our flexible working policy, subject to demonstrating task competency.

UK

Base Salary	From £40,744 per year (L23 – L28)
Hours	37.5 hours per week
Holiday	25 days annual leave, rising by one day each year to a maximum of 28 days, plus statutory holidays, plus an extra day's leave for your birthday
Health	Employee Assistance Program; Enhanced parental leave
Pension	3% employer pension contribution
Bonus	Annual discretionary bonus related to company and individual performance of up to 125% of monthly salary
Benefits	<ul style="list-style-type: none"> • Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Employee Assistance Programme • Designated learning and development time

About Inside Travel Group

Inside Travel Group Ltd is a growing travel company whose head office is in Bristol, with other sales branches located in Broomfield, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000, and InsideAsia Tours, established in 2012 and specialising in travel to South-East Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover. Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our holidays grant people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.