**MICHAEL OLATUNDE DOHERTY**

**Leisure Sales Executive**

**Masters Public Administration, Bachelors Accounting Ed.**

**UAE Driving Licence Automatic**

Company Hotel, leisure and

Area of Responsibility Sales efforts to accomplish business plan

Location Abu Dhabi,UAE.

Contact 0501037548

Email address mdoherty83@yahoo.com

**Brief Introduction**

I am a competent Sales Executive with a primary aim to support the Sales team in all leisure sales activities with a specific focus on selling to the hotel’s leisure market. With my education and experience I place much emphasis on building a strategy and maintaining relationships within the market.

**Key Results Areas**

•Researches, establishes and assists in writing the Sales Plan incorporating all areas within each property within the group.

•Develops relationships with the major clients and establishes new clients for the properties within the group.

•Produces the necessary reports required by Sales Director and/or Management

•Ensures that research work is carried out in accordance with the Group policies and procedures.

•Keeps the necessary records detailing progress with clients and adheres to the “Chase System”.

**Organizational Relationships**

Liaises with Heads of Department, in particular

•General Managers (when required)

•Front Office Managers

•Reservations

•Food & Beverage Management Team

•Executive Housekeeper (when required)

•Banqueting Departments

•Revenue Team

**Education and certification**

•ACCA in view (Student number 4378161) 2020

•Nanchang University,China

Diploma in Chinese Language 2019

•Adekunle Ajasin University,Nigeria

MS.c Public Administration 2018

•Member: Institute of chartered Accountants of Nigeria (ICAN) 2017

•Adekunle Ajasin University

BSc Ed Accounting 2014

Diploma in Economics and statistics

**Experience in Hotel, Hospitality and Leisure Industry**.

First Central Group of Hotels, Al Barsha, Dubai Internet city. 2015-2019

Stop Relax Group of Companies, Abu Dhabi. 2019 till date

**Job Responsibilities**:

Sales Administration.

•Ensure all account correspondence is kept in updated files.

•All actions listed in account files have the appropriate trace dates and original entry records.

•Preparation of all client files with complete details of contact names, telephone, fax, email etc which must be loaded and kept up-to-date in the CRM.

•I undergo research work in accordance with accepted research standards and growing competitor market intelligence (ie. Competitor rates & key accounts).

•I Foster on a good relationships with key contacts & product buyers in the leisure sector.

•I always assist in increasing the number of contacts we have recorded on our top accounts and have a plan to send these contacts regular notes and sales information/special message as necessary.

•I often visit potential clients to sell the facilities within each property

•Regularly I attend such meetings as deemed necessary by the Sales Director

•Assisted in planning & hosting all necessary FAM/Sales Trips/site inspections to each property.

•Updated and checked as necessary all company rates.

•Attended and assists the Sales Director in organizing participation at trade exhibitions/workshops.

•Performed all necessary administrative duties as laid out in the Group Operating Procedure Document (SOP).

•Completed all required reports –daily, weekly, monthly.

**Account Management**

•Maintained a consistent & qualified sales call plan per week.

•I studied the clients booking trends, potential volumes and other preferred properties.

•Organized all face-to-face meetings with key influencers and bookers from assigned clients.

•Set cleared all call objectives and completed detailed call reports for each appointment including follow-up/chase system.

•Prepared the full list of account contacts to ensure best possible account penetration.

•Prepared the accounts of company structure and implement a plan to penetrate all relevant divisions.

•Developed profiles for all key influencers, bookers and decision makers and include birthdays, anniversaries, personal preferences etc.

•Graded clients for the database as follows:

Aclient:100 –249 room nights per annum.

Bclient:25 –99 room nights per annum.

Cclient:0 –25 room nights per annum.

**Business Development**

•Worked closely with the Sales Director to identify our competitors Top Accounts.

•With support of the Sales & Marketing Coordinator, complete research on potential accounts.

•Worked closely with the Front Desk, Reservations & Banqueting Departments to collect all potential sales leads.

•Aware of key selling points of all properties within the group and to cross sell these on every relevant opportunity.

•Attended all required meetings.

•Provided a weekly sales update to the Sales Director.

•Developed & grew leisure business from the leisure markets.

•Develop & present a sales strategy & budget for the leisure markets in conjunction with the Sales Director

•Performed any additional duties that may be required or requested by the Sales

Director.

**Performance Standards & Assessment**

•The overall results of the properties in terms of sales volumes and key performance indicators

•Achievement of targets, room nights, conferences, banquets, events and functions sold

•Hotel/property revenue budgets will meet/exceed budgeted expectations

•Development of key clients and leads

•Timekeeping and appearance whilst on duty and representing the company outsideof the properties

•The quality of the administration practiced and the records that are kept

•That Sales & Marketing expenses will be kept in-line with budgeted guidelines

**Skills & Knowledge**

•Computer literate: MS Word, PowerPoint, Excel and Outlook.

•Excellent interpersonal and communication skills.

•Very observant eye for details.

•Ability to plan, prioritize and work well under pressure, in a dynamic environment

•Excellent team player and also the ability and motivation to work under own instruction

•Excellent sales, influencing and negotiation skills

•Excellent public relations skills

•Ability to conclude contracts

•Corporate sales knowledge advantageous

•Good presentation skills.