



## **Background**

Inspire Loyalty is a loyalty programme for independent hotels in the UK & ROI and incentive programme for the travel industry. Founded in 2010, the product comprises of a branded loyalty website, operator interface, branded loyalty card, loyalty app and communications platform, all represented in the clients corporate identity. Our website address is [www.inspireloyalty.co.uk](http://www.inspireloyalty.co.uk)

## **Company Objectives**

Inspire Loyalty provide the means for independent hoteliers to reward & engage with their guests to encourage them to repeat direct bookings with the hotel, saving the hotel online travel agent commission and engendering repeat business from their guests, reducing cost of acquisition.

## **Job role**

Responsible for prospecting and converting new commercial sales of Inspire Loyalty to the independent hotel industry and travel companies.

## **Job description**

This is a permanent remote working position over 37.5 working hours per business week as Business Development Executive. You will report directly to the company founder and receive initial training, company overview and demonstration of the product. The following duties are involved and will include additional tasks and opportunities as presented. Duties listed are not exhaustive.

- Prospect, qualify and convert new business primarily in the London market place with scope to extend geographical areas where opportunities exist
- Responsible for closing sales where a lead is presented within the company and identified through marketing lead generation
- Fully manage sales database using platform provided to ensure contact database is updated and maintained
- Liaise with marketing manager to support awareness of Inspire Loyalty's product through partnerships, exhibitions, online and offline marketing campaigns, which assist sales development
- Produce monthly report of activity identifying all leads generated and sales converted

- Provide quarterly sales plan in line with company objectives and strategy
- Visit local clients to account manage existing business, ensuring relationship is optimised and identify further sales opportunities. Re-train staff where required. Record feedback and awareness of any suggested improvements in data platform, in addition to client satisfaction outcomes
- Co-ordinate client implementation to install marketing interface, provide operational staff training and awareness of loyalty programme and supply marketing support material provided
- Attend hotel client and supplier meetings and exhibitions when required
- Share initiatives to develop Inspire Loyalty's product and contribute to ideas for improvements

## **Requirements**

You will possess a warm and friendly personality with motivation to succeed in creating new business opportunities and closing sales. Experience in the hospitality and tourism sector is essential, with preference to an existing career in a similar role. A good geographical knowledge of the London area and the independent hotel sector would be an advantage. You will be of a professional appearance and possess ambition for career progression.

You must be computer literate with the ability to multi-task. The job requires self-discipline and the ability to work from a remote location. As a forward thinker, you would contribute to ideas for ongoing development and improvements with client sales and client liaison.

## **Working Hours**

Monday to Friday offered on a 37.5 paid hour per week basis. Induction, objectives and programme training will be provided.

## **Salary**

From £12.82 per hour (£25,000) to £15.38 per hour (£30,000) depending on experience and annual company bonus scheme, subject to tax & National Insurance contributions, payable monthly in arrears to a nominated bank account.

## **How to apply**

Please submit a CV and introductory paragraph of your career ambition to **[steve@inspireloyalty.co.uk](mailto:steve@inspireloyalty.co.uk)** quoting job reference ILSE18. Closing date for applications is 5pm on 31 October 2018.