
2019 NTIA ENTRANT GUIDELINES

Category 33 – Best Sales Executive – Cruise

This award recognises an individual who personifies excellence in their role as a Sales Executive working for an Ocean or River Cruise Operator.

Eligibility Criteria:

- Entrants in this category should be employed by a supplier or wholesaler and where applicable must be an ATAS accredited travel intermediary.
- Entrants must demonstrate that they sell to more than one (1) agency group.
- They must also be a sales executive and not in an administration or office role or be a customer service representative.

Winner Determination:

A two-step process is used to determine the winner in this category.

Step-one: Individuals nominated must accept their nomination by completing a few short questions. The answers will be marked by a University level marker. The five (5) highest scoring Nominees will proceed through to being a Finalist in this category. This means that there is NO voting for this category.

Step-two: Individuals who reach the Finalist stage are required to make a presentation to the AFTA NTIA Judging Panel in Sydney between Wednesday 12 – Friday 21 June 2019. As per the Conditions of Entry Finalists must be available for their allocated date and time of judging.

The winner will be determined by the Individual who has the highest combined score from step-one and step-two.

Step-one: Nomination Submission Questions:

1. Accurately provide your contact information
2. Explain how you embrace ATAS in your role as a sales executive? Provide examples (max 500 words)
3. In your opinion, what is the biggest challenge facing the travel industry in Australia? (max 500 words)
4. Outline your approach & actions taken to improve both your personal development and career progression. (max 500 words)
5. Why do you believe you should be an NTIA Finalist? (max 500 words)
6. Provide any other general comments that support the information you have provided in this submission. (max 500 words)

Step-two: Presentation before a Judging Panel:

Helpful Information:

- Presentation is limited to a maximum of **30 minutes** – please time your presentation to meet the criteria as additional time will not be permitted.
- Please do not consider your presentation a sales/promotional call, but rather as an analysis of your business. Please ensure that you address all aspects of the criteria in a logical and thorough manner.
- A laptop and TV screen will be provided for PowerPoint presentations. AFTA uses a PC with Microsoft Windows 8 and PowerPoint 2010. Please ensure that your presentation is compatible with these systems as alternate laptops will not be permitted. We are unable to play your presentation in any Mac based format.
- As the presentation will be displayed on a TV screen and or projector screen, please make sure the fonts on each slide are a reasonable size and can be viewed from the other side of the room.
- Please bring your PowerPoint presentation (if applicable) saved on the NTIA Finalist USB stick provided, along with one (1) copy of the presentation. Please note that these will not be returned following the presentation. Please ensure your presentation addresses the category entered – Best Sales Executive – Cruise.
- Please base the presentation on achievements in the 12 months: 15 February 2018 through to 15 February 2019.
- Presenters should wear casual business attire or uniform to the Judging Presentation.
- You are required to present in the order outlined below, if you do not present in the order below, it can effect your score significantly.

Presentation Questions:

Please include a brief overview of yourself.

- 1. Provide a general overview of your experience in the Industry.**
To answer this provide details of length of time in the Industry and details of roles held as well as any other details you feel are relevant
- 2. Detail the relevant strengths and skills you feel you bring to your role.**
 - Provide relevant details of what you feel are your strengths and skills are in relations to your role as a sales executive
 - Provide details of any significant achievements over the past 12 months
 - Explain how you ensure a standard of quality in your customer service and provide evidence of customer satisfaction.
- 3. Provide details of any significant achievements over the past 12 months.**
Give details of these achievements and the effect it has had on your role as a Sales Executive.
- 4. Explain how you maintain strong relationships with your agents and provide evidence of customer satisfaction.** Give an explanation and evidence of how you ensure that each and every customer receives quality service. Identify your motivation and

methods of sustaining this quality of service and adding value to your customer relationships.

5. Provide details of how you have contributed to the successful performance of your company and any industry or external organisations you are involved in.

Examples can be growth in sales, turnover, revenue, market share, brand awareness etc. Use of graphs and charts is acceptable, but they must be relevant to your personal performance and its financial contribution to company success.

- Business success has many indicators; these may include turnover, market share, achievements and accountability to both your clients and your organisation etc.
- Don't forget to answer the second part of the question - the judges want to see evidence or profitability.
- Detail the benefits of any industry/external organisation involvement.

All financial and other information provided will be treated as confidential.

Graphs and charts which indicate the growth of the business may be included (if applicable) and should be accompanied by a clear explanation and be easy to read. Demonstrating growth through percentages is also acceptable.