



## Job Description

REF. No	HBC-HR-02
REV	01
REV Date	01-03-2020

Job Title	Pre-Sales Executive
Reporting To	Cluster Sales Manager
Company	Horizon Basra Company
Projects	Horizon Hotel, Basra Bowling Center, Mas Cinema, etc.
Work Location	Iraq, Basra

### Job Overview

The Pre-Sales Executive in the hospitality sector is responsible for identifying potential clients, initiating contact, and handling initial inquiries. This role involves conducting research on potential clients and competitors, coordinating with the marketing team, and creating promotional materials or campaigns. The Pre-Sales Executive works closely with the sales team to ensure a smooth transition from the pre-sales to the sales phase, aiming to drive revenue and support business growth.

### Duties & Responsibilities

- Identify and attract potential clients through various channels, including cold calling, networking, and digital marketing.
- Conduct market research to identify target demographics and potential business opportunities.
- Initiate contact with potential clients to understand their needs and interests.
- Schedule and conduct initial meetings or presentations to introduce the hotel's and restaurant's offerings.
- Respond promptly and professionally to initial client inquiries via phone, email, or in person.
- Provide detailed information about the hotel's and restaurant's services, facilities, and special offers.
- Conduct in-depth research on potential clients to understand their requirements and preferences.
- Analyze competitors' offerings and market trends to position the hotel and restaurant competitively.
- Work closely with the marketing team to develop and implement promotional strategies and campaigns.
- Create and update promotional materials, including brochures, presentations, and digital content.
- Plan and execute promotional campaigns to attract new clients and retain existing ones.



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- Ensure a seamless transition from pre-sales activities to the sales team by providing detailed client information and insights.
- Support the sales team in closing deals by providing relevant background information and addressing any pre-sales concerns.
- Build and maintain strong relationships with potential clients throughout the pre-sales phase.
- Gather feedback from potential clients to improve service offerings and promotional strategies.

### Personality

- **Proactive:** Takes initiative and constantly seeks new business opportunities.
- **Confident:** Comfortable presenting to and negotiating with clients.
- **Resilient:** Able to handle rejection and stay motivated.
- **Personable:** Excellent interpersonal and relationship-building skills.
- **Detail-oriented:** Ensures accuracy in contracts and communications.

### Qualifications

- **Sales Skills:** Proven ability to achieve sales targets and close deals.
- **Communication:** Strong verbal and written communication skills.
- **Negotiation:** Excellent negotiation and persuasion abilities.
- **Customer Service:** Commitment to delivering exceptional service to clients.
- **Technology Proficiency:** Familiarity with CRM software and Microsoft Office Suite.

### Experience

- Minimum of 2-3 years of experience in sales in the hospitality industry.
- Proven track record of achieving sales targets and developing client relationships.
- Experience in hotel sales, conference & event planning, or a related field is highly desirable.

### Education

- Bachelor's degree in hospitality management, Business Administration, Marketing, or a related field.
- Relevant certifications in sales or hospitality management are a plus.