

POSITION DESCRIPTION

RESERVATIONS SALES AGENT

Position Title:	Reservation Sales Agent
Responsible To:	Reservations and Revenue Manager
Department:	Sales and Marketing
Classification Level:	3

OUR VISION

West Beach Parks is a world-class tourism, sport and recreation precinct, providing exceptional leisure experiences.

OUR PURPOSE

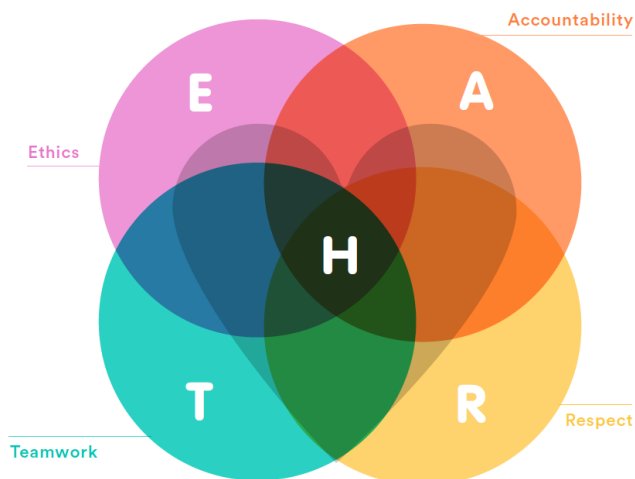
To develop, enhance and promote West Beach Parks for the benefit and enjoyment of the community and visitors.

OUR VALUES

HEART

[H]EART is the collection of our Values: Ethics, Accountability, Respect and Teamwork that we are proud to live by everyday.

This HEART framework describes our way of operating, our actions, the pulse of our organisation.





<p>Primary Purpose Of Role</p>	<p>The Reservations Sales Agents are responsible for actively converting all enquiries into confirmed sales, whilst providing an exceptional and personalised experience to guests. The agent's demeanour should reflect the West Beach Parks brand to our potential guests and callers as they are often the first line of enquiry for all reservations within the precinct.</p>	
<p>Key Result Areas</p>	<p>Responsibilities</p>	<p>Measures</p>
<p>Reservation Sales</p>	<ul style="list-style-type: none"> ▪ Process all reservation requests, changes and cancellations received by telephone, mail or online; ▪ Respond to a high volume of calls and emails while maintaining a rapid response rate, and with an appropriate level of efficiency and sales technique; ▪ Take every opportunity to be a “salesperson” by active selling of special promotions and upgrades and facilities (Golf and Food and Beverage) available within the precinct to guests; ▪ Keep up to date with precinct facilities and amenities, ensuring accommodation product benefits are communicated to the guest at the time of reservation; ▪ When processing a reservation via telephone: <ol style="list-style-type: none"> 1. Identify guest reservation needs and determine appropriate accommodation type, 2. Verify availability of accommodation type and rate, 3. Explain guarantee, special rates, and cancellation policies to callers, and 4. Proficiently answer questions in relation to the accommodation facilities and services and accommodation types; ▪ Take personal responsibility to ensure that all enquiries are addressed as a matter of priority; ▪ Ensure that all client bookings are accurately entered into the property management system (computerised booking system) by following correct procedure; ▪ Ensure deposits and Terms and Conditions are managed as per policy and procedure; ▪ Ensure all financial processing, including payments and reconciliations are completed accurately and on time as per policy and procedure. 	<ul style="list-style-type: none"> ▪ Telephone sales revenue targets are achieved. ▪ Conversion rates of 75% achieved. ▪ All telephone calls answered within 3 rings. ▪ Demonstrate clear and professional communication both written and verbal. ▪ Booking accuracy.



<p>Customer Service</p>	<ul style="list-style-type: none"> ▪ Maintain a high standard of customer service through handling all customers in a courteous, friendly and helpful manner; ▪ Seek to consistently exceed customer expectations; ▪ Ensure that all callers needs are met by providing accurate and relevant information. And effectively match accommodation to guests needs; ▪ Develop and maintain a high level of product knowledge of the entire WBP precinct (Cabins/shacks, facilities, local area and current promotions) to maximise sales conversion. 	<ul style="list-style-type: none"> ▪ Customer satisfaction levels are consistently high as provided through feedback. ▪ Demonstrates efficient and professional service to all guests.
<p>Administration</p>	<ul style="list-style-type: none"> ▪ Correctly utilise telephone call coding systems to assist in reporting of call types; ▪ Ensure correct confirmation letters are sent to guests at all times; ▪ Follow up on unpaid reservations ensuring payment is provided in a timely manner or by date confirmed. 	<ul style="list-style-type: none"> ▪ All calls coded accurately ▪ Demonstrated ability to conduct administrative tasks ▪ Effective use of task facility in PMS



Our Values

ETHICS – we do the right thing

To demonstrate Ethics, I

- Do what I say
- Value what we stand for
- Do the right thing
- Act consistently and with integrity
- Care and follow the rules

ACCOUNTABILITY – we own our actions and behave responsibly

To demonstrate Accountability, I

- Learn from my mistakes
- Use my skills to do my job
- Am proud of what I do
- Own the decisions I make
- Deliver on my promises

RESPECT – for our visitors, each other, and our environment

To demonstrate Respect, I

- Appreciate the differences in our teams
- Help visitors and our team
- Look after and protect the environment
- Listen to what others have to say
- Am polite and kind to others

TEAMWORK – we work together to create and deliver a great visitor experience

To demonstrate Teamwork, I

- Contribute my best
- Work for our common goals
- Am open and supportive of others
- Recognise others for their work
- Share and celebrate success



Competency Areas

Customer Experience	<p>I demonstrate the ability to communicate in a customer focussed manner, understand the customer's needs, and ensure they are met in line with WBP Customer Experience (CX) Promise:</p> <ul style="list-style-type: none"> - Honest, reliable and authentic. - People are not numbers. - Listen and act. - Go above and beyond. - Make it easy. - Communicate, communicate, communicate.
Work Health and Safety	<p>I work safely by acting as a role model, always wearing/using safety equipment and following WHS procedures.</p> <p>I ensure that I take reasonable care for my own health and safety and take reasonable care to ensure that my actions or omissions do not adversely affect the health and safety of others.</p>
Achievement Orientation	<p>I enjoy achieving required results for all tasks.</p> <p>I approach new challenges with a confident "can do" attitude.</p> <p>I guide my own actions and approaches to task achievement.</p> <p>I show pride when standards are met.</p> <p>I prioritise and adhere to agreed timings.</p>
Continuous Improvement	<p>I demonstrate the ability to maintain effective processes and systems with a commitment to continuous improvement.</p>

Selection Criteria

Candidates should ensure that their application clearly demonstrates their ability to meet the Essential Criteria detailed below:

Qualifications	<ul style="list-style-type: none"> ▪ Completion of Year 12 or Certificate II, typically with at least 2 year's subsequent relevant work experience ▪ Current Driver's Licence ▪ Current Police Clearance 	Essential
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