JOB DESCRIPTION
TRAVEL TRADE SALES EXECUTIVE

Company: **Global Rove Sdn Bhd**
Location: Kuala Lumpur, Malaysia
Department: Sales & Marketing
Reports To: Managing Director / Head of Sales
Application Closing Date: 20 November 2026

1. JOB SUMMARY

The Travel Trade Sales Executive is responsible for developing, managing and expanding Global Rove's business relationships within the travel and tourism industry, particularly with travel agencies, tour operators, Destination Management Companies (DMCs), tourism boards, hotels and other strategic tourism partners across Malaysia, Singapore & Indonesia.

The successful candidate will drive B2B sales, promote international travel products and destination management services, identify new business opportunities and strengthen Global Rove's market presence locally and internationally.

The position requires a proactive, commercially driven and results-oriented individual with strong industry connections, excellent communication skills and the ability to work independently.

2. KEY RESPONSIBILITIES

A. Sales & Business Development

- Develop and execute B2B sales strategies to achieve company revenue and sales targets.
- Identify, develop and secure new business opportunities within the travel trade industry.
- Promote Global Rove's inbound and outbound travel packages, destination management services and international tourism products.
- Establish and maintain strong business relationships with travel agencies, tour operators, corporate clients and international DMC partners.
- Conduct regular sales visits, presentations, business meetings and product briefings to prospective and existing clients in Malaysia, Singapore & Indonesia.
- Negotiate commercial agreements, contracts, rates and business partnerships.
- Follow up on sales enquiries, quotations, proposals and potential business opportunities to secure successful conversions.

B. Travel Trade & Partner Management

- Maintain and strengthen relationships with local and international travel trade partners.
- Coordinate with overseas DMCs, tourism boards, hotels, airlines and other tourism stakeholders.
- Develop new destination partnerships and expand Global Rove's international tourism network.
- Ensure partners receive timely product updates, promotional materials, quotations and sales support.
- Explore opportunities for joint marketing campaigns, familiarisation trips (FAM trips) and collaborative promotions.

C. Destination Marketing & Promotion

- Promote international destinations and travel products to the Malaysian, Indonesian & Singaporean travel trade market.
- Organise and participate in travel trade roadshows, exhibitions, B2B networking sessions and tourism events.
- Coordinate destination presentations, product launches and sales activities with international tourism partners.
- Develop promotional initiatives to increase product awareness, market penetration and sales performance.
- Work closely with the marketing team to develop sales collaterals, presentations, promotional materials and digital marketing campaigns.

D. Sales Administration & Reporting

- Prepare regular sales performance reports, business development updates and marketing activity reports.
- Monitor sales targets, revenue performance, client acquisition and business conversion rates.
- Prepare and manage sales and marketing expenditure reports, ensuring activities remain within approved budgets.
- Maintain an updated database of clients, travel trade contacts, business opportunities and sales activities.
- Provide management with market intelligence, competitor analysis and recommendations for business growth.

E. Events & Industry Representation

- Represent Global Rove at MATTA Fair, international travel exhibitions, tourism roadshows and industry networking events.
- Coordinate and manage travel trade promotional activities and business networking programmes.
- Support the planning and execution of familiarisation trips, destination workshops and partner engagement activities.
- Maintain a professional corporate image when representing the company at industry events.

3. QUALIFICATIONS & REQUIREMENTS

- Diploma or Bachelor's Degree in Tourism Management, Hospitality, Business Administration, Marketing or a related discipline.
- Minimum 3–5 years of working experience in travel trade sales, tourism marketing, business development or the travel industry.
- Strong understanding of the Malaysian travel trade market and international tourism industry.
- Established relationships with travel agencies, tour operators, DMCs and tourism stakeholders will be a strong advantage.
- Proven experience in B2B sales, business development and achieving sales targets.
- Experience in organising travel trade roadshows, exhibitions and promotional activities.
- Good commercial awareness, negotiation skills and business development capabilities.
- Proficient in Microsoft Office applications, particularly Excel, Word and PowerPoint.
- Excellent command of written and spoken English and Bahasa Malaysia. Additional languages will be an advantage.
- Willingness to travel locally and internationally when required.
- Possess a valid driving licence.

4. PERSONAL ATTRIBUTES & COMPETENCIES

The ideal candidate should demonstrate the following qualities:

- Self-Motivated: Able to work independently with minimal supervision.
- Results-Oriented: Driven to achieve sales targets and business objectives.
- Excellent Communicator: Confident in presenting, negotiating and engaging with clients and business partners.
- Relationship Builder: Capable of developing and maintaining long-term professional relationships.
- Responsible & Reliable: Demonstrates accountability, integrity and professionalism.
- Organised & Analytical: Able to manage multiple assignments, budgets, sales activities and reporting requirements.
- Team Player: Works collaboratively with colleagues, management and international partners.
- Adaptable: Comfortable working in a dynamic and fast-paced travel and tourism environment.

5. KEY PERFORMANCE INDICATORS (KPIs)

Performance will be evaluated based on the following areas:

i. Achievement of monthly, quarterly and annual sales targets.
ii. Revenue growth and successful conversion of B2B business opportunities.
iii. Acquisition of new travel agency and corporate accounts.
iv. Development of new international DMC and tourism partnerships.
v. Retention and growth of existing travel trade accounts.
vi. Successful execution of sales calls, roadshows and marketing activities.
vii. Effective management of sales and marketing expenditure.
viii. Timely submission and accuracy of sales performance reports.

6. APPLICATION

Interested candidates are invited to submit their updated resume to:
Email: operations@globalrove.com
Subject: Application – Travel Trade Sales Executive

Only shortlisted candidates will be contacted for an interview.