



DEPARTMENT	SALES	POSITION	Assistant Sales Manager
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Job Summary:

This role manages key client accounts, drives event and group sales, and ensures smooth execution of buyouts and special events. The candidate will build lasting client relationships, negotiate contracts, and maximize revenue while representing La Perle in local and international markets.

Key Responsibilities:

- Responsible for managing assigned accounts and segments, ensuring long-term business relationships with clients.
- Generate and convert event and group leads, buyout and special event including but not limited to Asian, CIS, and European markets, ensuring a steady pipeline of opportunities.
- Oversee the translation of marketing brochures and collateral materials into Mandarin, ensuring accurate and culturally appropriate communication for the target audience.
- Contracting FIT partners for the Asian market, ensuring effective partnerships for sales and event growth.
- Conduct daily sales calls and arrange at least 3 site inspections at the theatre to attract new business.
- Ensure revenue maximization and the achievement of personal sales targets while increasing La Perle's market share versus competitors.
- Responsible for prospecting new accounts within assigned markets, including the UAE local market.
- Provide quick, timely responses to clients, developing professional, long-term business relationships and ensuring the highest quality of service.
- Maintain detailed knowledge of the competitor set to adjust strategies and maintain La Perle's competitive advantage.
- Attend sales events locally and internationally as required to expand La Perle's visibility and client base
- Negotiate rates, process group booking/ buyout contracts, and coordinate payment collection to ensure smooth and efficient transactions.

Qualifications & Experience:

- Bachelor's degree in Business, Marketing, Event Management, or Hospitality.
- 2–3 years of experience in event sales, entertainment, or luxury hospitality.
- Strong negotiation, presentation, and relationship management skills.
- In-depth knowledge of the UAE luxury and corporate event market.