

Job description Sales Manager

Organisation	Challenge IL (LGG)
Reports to	Station Manager LGG
Location	Liège – Belgium
Position Code	CAL285
Job Purpose	The Sales Manager plays a key role in increasing the airline's performance in terms of income and profit within the relevant market by working with a variety of business partners, while identifying, developing, negotiating, and securing both new and existing business opportunities.
Responsibilities	<ul style="list-style-type: none"> • Maintain and develop business relationships with the current set of customers. • Significantly increase the customers' span, including focus on B&C customers. • Working closely with GSA to increase REV and tonnage. • Deepen the working relationships with the freight forwarders while pushing them to exceed budget projections. • Develop and promote special non-standard cargo "verticals". • Work closely with the rest of the Sales team and the Station Manager. • Work closely with the Customer Service and Flight Planning Managers to ensure smooth rotations, anticipate potential issues, and maintain direct communication. • Responsible for increasing profit, pricing policy, distribution and channel strategy. • Maintain key customer relationships, develop and implement strategies for deepening the relationships with current customers as well as expanding the company's customer base in the region. • Manage sales process, set appropriate metrics for sales funnel management. • Work closely with Marketing and Ground Operations to establish, develop direct channel and distribution strategies, products and programs. • Become an expert with respect to the market and the competition. • Develop and manage annual business plans and budget, identifying key activities, priorities and risks.
Job Requirements	
Education	Minimum requirement: BA or equivalent degree in relevant subject.
Experience, Skills, and Personal Attributes	Experience: <ul style="list-style-type: none"> • Minimum of 3-5 years' experience in Business / Sales positions in leading international Cargo airline / Freight Forwarder companies / GSA.

Skills:

- Fluency in English is a must.
- Strategic thinker with a proven track record in business development and implementation.
- Strong leadership abilities and capacity to inspire and guide teams.
- Demonstrated experience in people management.
- Excellent organizational, communication, and negotiation skills.
- Strong written and verbal communication abilities.
- Willingness and ability to travel internationally.
- Skilled at managing multiple tasks and setting clear priorities.
- Capable of working both independently and collaboratively.
- Detail-oriented with solid problem-solving skills.
- Customer-focused, maintaining professional and empathetic interactions.
- Adaptable and able to thrive in a fast-paced, dynamic environment.