



BE PART OF OUR SUCCESS STORY

DIRECTOR, INTERNATIONAL ENTERPRISE SALES

WHO WE ARE

Combining 20 years of hospitality experience with the energy of a start-up, Serenata CRM turns big data into smart useable data. Serenata CRM is one of the leading providers of e-marketing and CRM solutions for the hospitality industry. By integrating guest information with various systems, our Smart CRM Suite provides a comprehensive 360° view of the guest. Engage guests from the moment the booking is made, enhance their experience while on property, and inspire them to book another stay. With our Serenata Smart CRM Suite your guest data, one of your hotel's most precious assets, is put to good use to engage guests before, during and after their stay, to fuel loyalty throughout the customer lifetime journey, and to acquire new "best" guests.

We are part of NextGuest Technologies, an integrated hospitality technology + digital marketing company comprised of HEBS Digital and Serenata CRM. Combining our cutting-edge technology with innovative strategy, design, and digital marketing expertise, we are closing the loop on the travel journey with the first fully-integrated guest engagement, acquisition, and marketing platform.

WHAT WE OFFER

We're currently recruiting high-energy, driven **Sales Executives** with relevant experience in Software and IT Solution sales. We offer a fast-paced, innovative environment where you will be provided the tools, resources, and outstanding leadership to sell hospitality solutions. The International Enterprise Sales Executive role at Serenata could be the right fit for your career move.

YOUR PROFILE

- Proven track record in technology sales, preferably Software Solution
- Successful history of net new business sales
- Consistent overachievement of quota and revenue goals
- Thorough understanding of CRM with a special emphasis on developing solutions and architecture
- A passion for technology as well as a willingness and capability to learn new technologies quickly
- Ability to accurately determine lead qualifications based upon established criteria
- Solid sales forecasting abilities and revenue achievement
- A background in inbound and outbound prospecting
- Familiarity with RFP
- Strong communication, presentation and listening skills
- Hospitality market experience and network is not a must but an advantage
- Fluent in German and English - further language skills are an advantage

YOUR JOB

- Active sale of our CRM Solution Suite to Upscale and Luxury individual hotels or hotel chains in the EMEA region
- Be responsible for a defined territory focusing targeted customers and prospects
- Drive and manage the complete sales process
- Generate qualified leads to ensure target sales and objectives are met across the assigned client base
- Lead the pre-sale aspect of the sales cycle, including initial discovery, requirements analysis, high-level solution design and the transition to the appropriate implementation and delivery services team
- Work in partnership with our team of Business Developers, Pre-Sales and marketers for all sales leads and sales opportunities
- Leverage Business Partnerships with PMS and CRS to accelerate the sales process
- Speak at trade conferences

Give us a call at +49 89 92 90 03-0 or send your application via email to career@serenata.com.

Serenata IntraWare GmbH | Neumarkter Str. 18 | 81673 Munich | Germany