



BE PART OF OUR SUCCESS STORY

## JUNIOR SALES MANAGER

### WHO WE ARE

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.

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 Serenata 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 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.

### WHAT WE OFFER

Serenata is looking for a talented, energetic, and driven **Junior Sales Manager (m/f)** who will join our team. This is an excellent opportunity to grow your network and gain exposure to the Hospitality Industry. We believe that creating success can be done in both a fun and innovative way. Flexible working hours, an agile work environment, quick decision making, and shared lunch breaks on our rooftop terrace are part of our unique corporate culture.

### YOUR PROFILE

- Responsible for assisting in growth of new and current business
- Manage and qualify inbound leads, distributing to other members of the sales team when appropriate
- Assist senior members of the sales team with lead generation, prospecting including initial telephone contact to potential B2B customers
- Research and understand the goals of prospective clients to ensure a successful approach
- Presentations (online, at the customer, at trade fairs) of our references, technologies and services
- Market research, analysis and prequalification of potential customers & customer segments as well as maintenance of our CRM system
- Collaboration in marketing and PR (maintenance of sales documents, case studies and website) and support at trade fairs

## YOUR JOB

- Ideally experience in the hotel industry and a degree in hospitality management, economics or business sciences
- Self-starter with a positive attitude that is goal-oriented & resilient
- You are proactive, resourceful and enjoy being challenged
- Willingness to learn new systems and experiment with new approaches
- Highly customer-orientated, quality-aware and rational thinker
- Good verbal and written knowledge of German and English

Newcomers with a talent for sales are welcome! Some examples are crossovers from hotel management, insurance/financial salesman, or a new Bachelor/Master's graduate with an interest in sales, marketing, and customer contact.

If you are looking for a new challenge in an innovative, international company, where you will have the opportunity to shape and influence the business with the results of your work, where you will be surrounded by an engaged and fun team, Serenata is your next stop! Do not hesitate to send us your application including cover letter and CV. Give us a call at +49 89 92 90 03-0 or send your application via email to [career@serenata.com](mailto:career@serenata.com). Serenata IntraWare GmbH | Neumarkter Str. 18 | 81673 Munich | Germany

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