



Job Advert

Sales Executive Permanent

As a Sales Executive, you will be responsible for leading revenue growth and expanding the customer base through the implementation of short-term sales strategies. This role will work to identify new business opportunities, develop strong relationships with potential clients, and provide exceptional customer service.

The role will be required to attend international and local trade shows, host in-office trainings and sales calls, engage in contracting and distribute rates contracts. Maintenance of the database will be essential and maintaining and growing new relationships with identified trade and industry players. This position will be based in our Cape Town office.

Dimension	Job Requirements
Thinking Ability	<ul style="list-style-type: none">▪ Ability to anticipate future circumstances and requests▪ Ability to think strategically and tactically in order to position the property and its sales and revenue generation plans optimally▪ Ability to correctly communicate detailed information and instructions to others▪ Operates comfortably in an environment of high levels of ambiguity▪ Ability to recognise market and revenue concerns▪ Ability to “think on their feet” and to negotiate shrewdly
Academic Qualifications and Background	<ul style="list-style-type: none">▪ Extensive Background in Sales▪ A formal management qualification would be advantageous
Work Experience	<ul style="list-style-type: none">▪ Three to five years of previous experience in Sales operations of luxury 5-star properties or lodges
Job technical Skills	<ul style="list-style-type: none">▪ Proficient in understanding use of Yield-Management and Occupancy forecasting techniques▪ Proficient in the creation and analysis of Market Studies▪ Proficient in developing sales and marketing action plans with local and international travel trade partners▪ Proficient in property specific reservations and revenue software to ensure that Occupancy and Rate are maximised▪ Good understanding of Rate-Building methods▪ Good understanding of Financial processes and practices▪ Proficient in negotiating cost of Distribution▪ Knowledge of online marketing strategies, including social media, content marketing, search, and measurement analytics
Personal Qualities	<ul style="list-style-type: none">▪ High degree of confidentiality and integrity▪ Excellent communication skills, organisational and time management skills▪ Excellent attention to detail and accuracy▪ Displays a sense of urgency and dedication to meeting needs and expectations▪ Ability to work independently without receiving detailed instructions

CONSENT TO PROCESS YOUR INFORMATION:

By sending us your application, Curriculum Vitae, academic records, qualifications, or any other personal information as defined by POPIA:

1. You have disclosed up to date and accurate records; and
2. You agree to us keeping your records in our data base as per our Retention Policy.

Declaration:

By agreeing to the terms herein, you give Sanbona the authority to process your personal information. This consent will remain valid until such time as we have received instructions from you to request, subject to any applicable law and where appropriate, the correction, updating or deletion of your personal information held by us. You further acknowledge and declare that all personal information supplied to Sanbona is accurate, up to date, not misleading and complete in all respects.

	<ul style="list-style-type: none"> ▪ Good grooming and dress ▪ Ability to establish relationships with people from different backgrounds ▪ Committed to creating environments and systems that enable the delivery of exceptional and personalised services ▪ Models a life of personal service and support to the company ▪ Works to create a work environment that encourages high levels of engagement with the company ▪ Persistent in establishing and maintaining effective systems and process activities ▪ Effective in creating and fostering an environment of collaboration and commitment
Business Values	<ul style="list-style-type: none"> ▪ Embraces, supports and models organisational values and culture

Sanbona shall apply the employment equity principles as set out in the Employment Equity policy and Plan.

*Interested applicants should submit a comprehensive Resume/ CV with all supporting documents to careers@sanbona.com by no later than **09 June 2026**.*

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