



NTIA 2024

ENTRANT GUIDELINES
CATEGORIES 06, 07, 08 –
SALES EXECUTIVE AIR, CRUISE, LAND

GALA DINNER & AWARDS PRESENTATION
Saturday 26th October 2024

CATEGORIES 06, 07, 08 – SALES EXECUTIVE AIR, CRUISE, LAND

Please visit the ATIA website atia.travel/NTIA2024 to familiarise yourself with the Awards Process, including the Key Dates and Nominee, Finalist and Winner Determination.

STEP 1 – ENTRANTS TO SUBMIT A VIDEO SUBMISSION

The submission questions are as follows. Please ensure your responses relate to the qualifying period which is 01 July 2023 - 30 June 2024. The maximum score for each question is 10.

1. What strengths and skills do you bring to your role as a Sales Executive? (2mins)

- Be specific when listing your strengths and skills.
- Explain how these strengths and skills contribute to your role as a Sales Executive.
- Provide details of any significant achievements during the qualifying period as a result of these strengths and skills.

2. How have you displayed outstanding conduct? (2mins)

- Demonstrate, and provide examples of, how you have operated with integrity and professionalism.
- Outline the ways you stay updated on the product you sell, industry trends and competitive landscape, to provide values to your clients.

3. What has been your most significant achievement during the qualifying period? (2mins)

- Provide details of this achievement and the effect it has had on your role as a Sales Executive.

4. How do you maintain strong relationships with your agents? (2mins)

- Describe any activities that demonstrate your commitment to the travel agents within your portfolio and provide evidence of customer satisfaction.

5. Why do you believe you should be a NTIA Finalist? (2mins)

- Explain what makes you the most outstanding sales executive.
- Provide a well thought-out and logical response.
- Articulate your response by substantiating any of the answers given above.

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STEP 2 – FINALISTS TO ATTEND A VIRTUAL JUDGING INTERVIEW

The finalist interview questions are as follows. Please ensure your responses relate to the qualifying period which is 01 July 2023 - 30 June 2024. The maximum score for each question is 5.

1. Introduce yourself.

- Think of this as an elevator pitch about yourself. Provide details of your experience within the industry and why you are passionate about the product you sell.

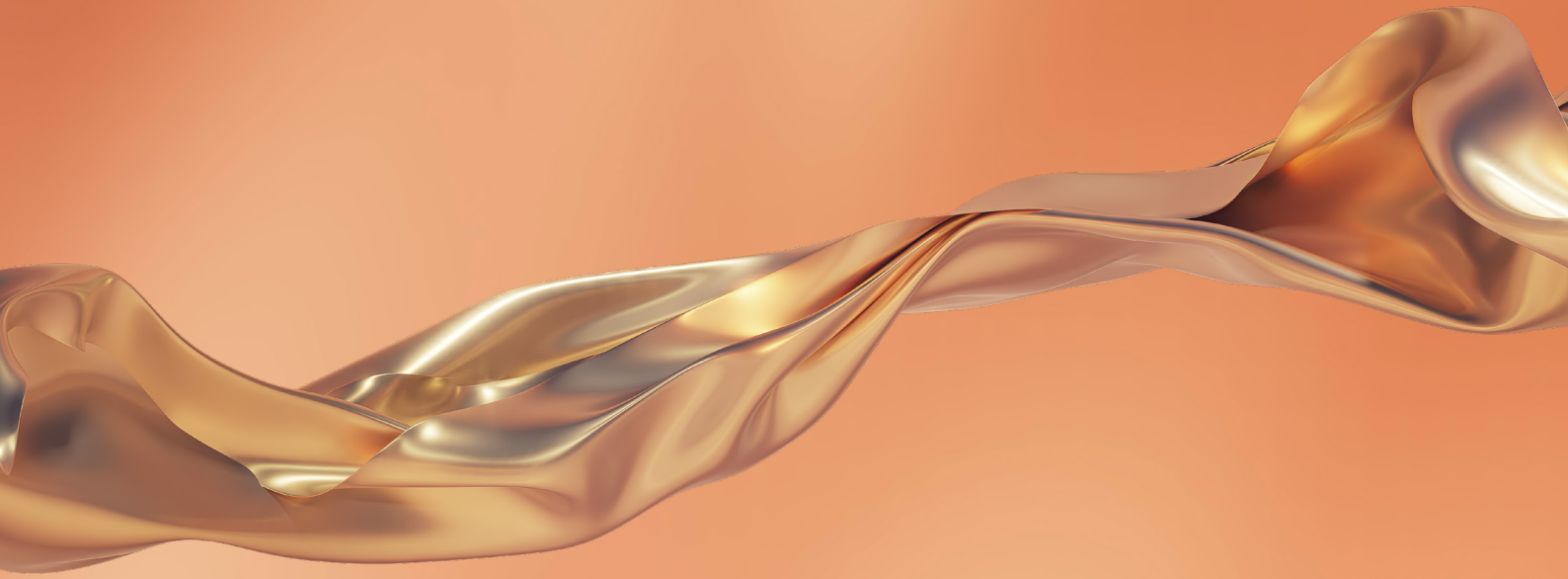
2. How have you adapted your approach over the last 12 months, at a time when agents and agencies have faced unprecedented challenges?

- Summarise some of the challenges your clients have experienced and describe your strategy for supporting them.
- Explain the outcome of these strategies and any key learnings.

3. What are some of your goals that relate to your professional development and career progression. How will you achieve these goals?

- Outline your goals and explain how they align with your values and long-term aspirations.
- Identify areas where you want to improve or capitalise on your existing skills.
- Explain what steps you could take to achieve these goals and what resources you can leverage.

4 & 5 - Judges' choice question.



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