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ENTRANT GUIDELINES

CATEGORIES 08 & 09 –
SALES EXECUTIVE TOUR OPERATOR / WHOLESALER

GALA DINNER & AWARDS PRESENTATION
Saturday 10th October 2026

Categories 08 & 09 – Most Outstanding Sales Executive Tour Operator/Wholesaler

STEP 1 - NOMINEES TO SUBMIT A VIDEO SUBMISSION

Key things to remember

- We've outlined the recommended time allocation for each question below; your final video duration must not exceed 10 minutes.
- Your responses should relate to the qualifying period which is 01 July 2025 - 30 June 2026.
- Each question will be marked out of 10, then weighted according to the percentages listed below.

1. What strengths and skills do you bring to your role as a Sales Executive? (1min 30secs, weighted at 15%)

- 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 and embraced ATIA Accreditation in your role? (2min 30secs, weighted at 25%)

- Demonstrate, and provide examples of, how you have operated with integrity and professionalism.
- Explain how you raise awareness about the benefits of booking with an ATIA Accredited Tour Operator or Wholesaler?
- In what ways do you contribute to ATIA's vision of elevating industry standards? Hint - have a read of the Code of Conduct.

3. What has been your most significant achievement during the qualifying period? (2min 30sec, weighted at 25%)

- 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? (2min 30sec, weighted at 25%)

- Describe any activities that demonstrate your commitment to the travel agents within your portfolio and provide evidence of customer satisfaction.
- Outline the ways you stay updated on the product you sell, industry trends and competitive landscape, to provide values to your clients.

5. Why do you believe you should be a NTIA Finalist? (1min, weighted at 10%)

- Explain what makes you the most outstanding sales executive.
- Provide a well thought-out and logical response.

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- Articulate your response by substantiating any of the answers given above.

STEP 2 - FINALISTS TO ATTEND A VIRTUAL JUDGING INTERVIEW

Key things to remember

- Each question will be scored out of 10 points.
- You will receive another score out of 10 for each of the following criteria: interpersonal communication, knowledge & content, structure of responses, quality of examples, and personal presentation.
- It is the finalists' responsibility to manage their time effectively to address the pre-set questions and judges' choice questions within the allocated time.

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 do ensure your product knowledge is up-to-date and that it reflects your clients' needs?

- Outline your approach to staying informed about any new and/or existing products or services, and the steps you'd take to experience them firsthand.
- Explain how you evaluate which products or services are most suitable for your clients.
- Provide examples of how you've stayed up-to-date and applied this information.

3. Can you provide an example of when you have gone above and beyond, to support a client

- To answer this question, describe the situation and what actions you took to support your client.
- Describe how your action was above and beyond the expectations of someone in your role or position.
- In hindsight, is there anything you would have done differently? What did you learn from this experience?

4. 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.

5. Judges' choice question

