



ENTRANT GUIDELINES

CATEGORIES 06 & 07 –
SALES EXECUTIVE AIR / CRUISE

GALA DINNER & AWARDS PRESENTATION
Saturday 18th October 2025

CATEGORIES 06 – SALES EXECUTIVE AIR & 07 – SALES EXECUTIVE CRUISE

Please visit the ATIA website atia.travel/NTIA2025 to familiarise yourself with the Awards Stages, Judging Information and Key Dates.

STEP 1 – ENTRANTS TO SUBMIT A VIDEO SUBMISSION

Key things to remember

- Your video submission should be 10mins max.
- Your responses should relate to the qualifying period which is 01 July 2024 - 30 June 2025.
- 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? (2min 30secs, weighted at 25%)

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

- 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? (1min, weighted at 10%)

- 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

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.
- We recommend spending approximately 5mins to answer each pre-set question, so that you have sufficient time to also greet the judges and respond to the judges' choice question/s.

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, to better support travel agents and consultants work through their 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. 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.