



## **ENTRANT GUIDELINES**

CATEGORIES 08 & 09 –  
SALES EXECUTIVE TOUR OPERATOR / WHOLESALER

GALA DINNER & AWARDS PRESENTATION  
Saturday 18th October 2025

# CATEGORIES 08 – SALES EXECUTIVE – TOUR OPERATOR & 09 – SALES EXECUTIVE – WHOLESALER

Please visit the ATIA website [atia.travel/NTIA2025](https://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 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.
- 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.