

APPOINTMENT OF A GENERAL SALES AGENT

Air Botswana invites applications from reputable and financially sound firms / companies for their Expression of Interest to be appointed as a General Sales Agent in **ZAMBIA**. Such firms must meet the following minimum requirements / documentation:

1. Should be a locally registered company / firm and possess trading license as per local laws
2. Should have experience in the field of passenger air transportation. Preference will be given to parties having a proven track record in the relevant field in the Zambian market.
3. Applicant should not be an IATA approved Passenger Sales Agent. IATA Sales Agents may apply subject to relinquishment of their accreditation prior to appointment.
4. Owners, Directors/Shareholders should have not been involved in default/ bankruptcy proceedings or had a financial interest or a position of management in a defaulted IATA GSA / Travel Agency or any other firm /company
5. Office premises should be in a business district and easily accessible to the public.
6. Should have enough qualified staff with ability of selling international air transportation
7. The applicant should have minimum paid-up capital/investment required under local laws. Balance sheet and profit and loss accounts for the last financial year duly audited by a chartered accountancy firm will be required in original along with the application
8. Mutually agreed commission or service charges will be paid to the GSA
9. Validity of GSA agreements will be for a period of 12 months subject to yearly renewal based on performance. Bank guarantee will be required upon appointment.
10. Company's legal documentation and profile must be submitted along with the application.
11. The firm/company should be eligible for running the GSA business as per local laws, policy and procedure.
12. Any other information/documentation, if required will be communicated prior to the appointment.



Going Your Way

The duties of the General Sales Agent (GSA) as the representative of Air Botswana shall include:

1. The sale of passenger transportation on the regular air services of Air Botswana
2. Solicitation and promotion of sales on the regular air services of Air Botswana,
3. Undertaking of special publicity and promotional campaigns upon approval by Air Botswana,
4. Prominent display of advertising, publicity and marketing collateral in all marketing and sales locations of the GSA in the Territory,
5. Promptly conveying all instructions, special notices, guidelines and advices sent to the **GSA** by Air Botswana to its staff and other sales outlets and agents in the territory,
6. Issuance of passenger tickets or electronic miscellaneous documents, as appropriate, in connection with all sales made on behalf of Air Botswana,
7. Compile creative marketing ideas for the promotion of the airline with trade and industry.
8. Compile monthly activity and performance reports as well as market insights and trends to inform Air Botswana of results, challenges and opportunities.
9. Advise and make recommendations for the appointment of Passenger Sales Agents in the Territory.
10. Seek partnerships to maximize budgets.
11. Identify the Agency programs and requirements to drive sales on airline plate increasing revenue.
12. Negotiate and manage incentives agreements.
13. Enhancing the goodwill of Air Botswana in the territory of the GSA and strengthen relations with authorities and the public.
14. Distribution of airline products, promotional and other publicity materials provided by the airline to the travel trade.
15. Conduct educational sessions for the travel trade in the territory on Air Botswana products.
16. Provide airport support for passengers
17. To supervise Nation Airport Corporation at check-in counters, ground handling and meeting the flight.

Air Botswana reserves the right to reject or accept any application without assigning any reason or cause thereof.

Interested parties may send their applications on the following email: **mkgokologa@airbotswana.co.bw** not later than **5pm on 27th JUNE 2022**

Head Office: Sir Seretse Khama International Airport, P.O Box 92 Gaborone. Tel: 3688400 www.airbotswana.co.bw