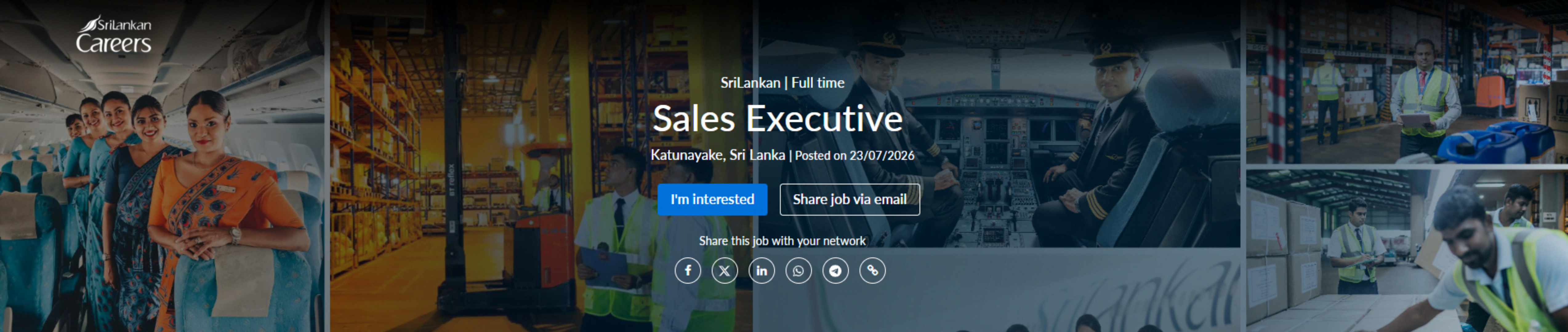




SriLankan | Full time

Sales Executive

Katunayake, Sri Lanka | Posted on 23/07/2026

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Job Description

SriLankan Airlines Ltd, the National Carrier of Sri Lanka, operates an extensive network of destinations across Asia, the Middle East, Europe, and Australia, with a strong presence in the Maldives and Southern India. As a proud member of the oneworld alliance, we are committed to delivering world-class service and creating exceptional travel experiences. We are looking for dynamic, commercially driven, and customer-focused professionals to join our team as Sales Executives.

The core focus of the Sales Executive role is to maximize revenue generation while driving growth in market share and strengthening brand presence in the assigned territory. This is achieved through the effective utilization of all available sales tools and distribution channels.

To deliver station revenue objectives, the Sales Executive is responsible for identifying key market segments and applying targeted sales and marketing strategies that align with customer needs and market dynamics, thereby optimizing revenue opportunities and supporting sustainable commercial growth.

Job Accountabilities:

- Develop and execute territory sales plans aligned with corporate commercial objectives, ensuring effective market coverage and achievement of assigned revenue and market share targets.
- Contribute to the development and execution of marketing and promotional strategies by analyzing market dynamics, customer behavior, and competitive activity. Provide data-driven territorial insights and commercial recommendations to enhance market penetration, improve campaign performance, and support the achievement of regional revenue and market share objectives.
- Represent the airline at trade fairs, travel expos, roadshows, industry events, and other promotional forums. Assist in organizing familiarization (FAM) tours, trade engagements, and destination marketing initiatives to strengthen brand awareness and stimulate demand.
- Build and maintain strong commercial relationships with travel agents, tour operators, recruitment agencies, embassies, and other key stakeholders through structured sales call programmes, identifying and developing new business opportunities.
- Leverage business intelligence platforms and industry data sources to analyze booking trends, sales performance, market intelligence, and market share dynamics. Translate insights into actionable territorial strategies that enable informed decision-making, in order to optimize revenue performance, and strengthen competitive positioning.
- Coordinate with Marketing, Advertising, Media, and Promotions teams to develop and implement targeted campaigns, tactical sales initiatives, and brand awareness programmes that enhance market penetration and revenue generation.
- Provide consultative commercial solutions to travel partners by identifying growth opportunities, negotiating group travel requirements, delivering product presentations and training, and ensuring partners remain informed of product enhancements, commercial policies, and network developments while maintaining exceptional service standards.

Requirements

Who We're Looking For

We are seeking motivated professionals with a strong commercial mindset who can build lasting customer relationships while delivering exceptional sales performance.

The applicant should possess the following minimum requirements for the above position:

Bachelors' Degree with 02 years of work experience in a relevant discipline.
OR
Full professional qualification with 02 years of experience in a relevant discipline

The following skills and attributes will be considered an added advantage:

- A confident, outgoing, and customer focused personality, with the ability to engage effectively and manage corporate clients, travel partners, and direct customers in a professional sales environment.
- Strong verbal and written communication skills in English and Sinhala (mandatory), with proficiency in Tamil considered a distinct advantage for broader market engagement.
- Sound knowledge of airline fares, ticketing principles, and pricing structures, with prior exposure to airline reservation systems and/or Global Distribution Systems (GDS) such as Amadeus, Sabre, or Galileo considered highly advantageous.
- A strong commercial mindset with the ability to understand customer needs, identify sales opportunities, and support revenue generation within a competitive airline environment.
- Good interpersonal and relationship-building skills, with the ability to work effectively in a target driven, team oriented commercial structure.

Be a Sri Lankan citizen.

The upper age limit should be 35 years as of 02nd August 2026, which is the closing date.

Employment will be offered on fixed term contract.

We are an equal opportunity organization.

Influencing will be a reflection of unsuitability.

Please note that we will correspond with you within a month of closing the advertisement in the event your application is shortlisted for consideration.

I'm interested

Job Information

Division Name
Worldwide Sales & Distribution

Date Opened
23/07/2026

Application Closing Date
02/08/2026

Job Type
Full time

Industry
Airline - Aviation

City
Katunayake

Province
Western

Country
Sri Lanka

Postal Code
11450