

Position Description

Title: **Sales Manager**

Reports to: Director of Sales or General Manager

Position Summary:

Identifies, develops and maintains property sales objectives, sales plans, and programs in accordance with the hotel's mission statement.

Outside sales calls are a priority in this position.

Must have a vehicle to use for outside sales calls that is in good condition, insured, and the person must have a current driver's license.

Tasks and Competencies:

Maintains high visibility in the surrounding community and in the hospitality community as appropriate.

Maintains efficient sales office procedures and insures the maintenance of accurate and updated account files and follow-up procedures.

Directs sales leads to outside sales reps, provides motivation, support, encouragement, and direction to all members of the sales department. Makes face-to-face sales calls.

Maintains all sales systems, such as sales records and reports, conference calendar, traces of history and potentials, logs of groups not previously accommodated and mailing lists.

Designs new programs and sales campaigns, to develop additional sales from the various market niches.

Ensures the prompt and systematic servicing of all business accounts (i.e., tracing, booking, contracting, communicating with hotel departments, and following up with group for feedback and future bookings).

Identifies and analyzes competition, both locally and regionally.

Follows the Sales and Marketing plans

Must be service oriented to potential guests and fellow hotel staff members

Pre-Requisites:

Education: College degree in business management, hotel management, or marketing preferable. Successful hospitality or sales careers can enhance this.

Communication: Must be able to speak, read, write, and understand the primary language(s) used in the workplace and by guests who frequently visit the workplace.

Experience: Previous hotel-related experience, sales management experience in hotel or service industry, experience in budgeting and business planning.

Physical: Requires manual dexterity, grasping, writing, standing, sitting, walking, repetitive motions, visual acuity, hearing, writing, and excellent speaking ability.

Technological: Must be competent in computer skills (word processing, spreadsheets, data base). Background in automated sales office systems is helpful.

A track record of successful customer service