



Job Description

Position Title: **Senior Sales Manager** Department: **Sales**
FLSA: **Non Exempt** Typically Reports To: **Director of Sales and Marketing**

JOB OVERVIEW: *Solicit group business that enables the hotel to meet and/or exceed revenue goals in room and food and beverage. This position was designated for a seasoned sales professional who does not desire a career path to a Director position but who does desire to be the best in their field and continue to show exceptionally strong sales performance by consistently being the leader in revenue production.*

DUTIES AND RESPONSIBILITIES:

- Establish client base of individuals, organizations, associations, social, and/or corporate businesses through direct outside and inside selling to secure business for the hotel to ensure that room night sales and revenue goals are met or exceeded. Actively prospect and qualify new business.
- Achieve personal and team goals as assigned.
- Negotiate guest room rates, meeting room rental, function space, and/or hotel services within approved booking guidelines. Accurately produce and/or review all sales contracts, rate agreements, and/or banquet/catering event orders.
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- Monitor and handle inquiry calls and provide client proposals in accordance with established departmental policies and procedures.
- Work closely with other hotel departments to facilitate services agreed upon by the sales office and prospective clients. Disseminate sales-related information to other departments as appropriate.
- Arrange and conduct special events, site inspections, and off-site presentations for potential clients. Entertain clients in accordance with established company and hotel policies and guidelines.
- Maintain client files and update information daily in accordance with established departmental policies and procedures. Produce monthly sales-related reports and sales forecasts for assigned area of responsibility.
- Attend and represent hotel at trade shows and conventions and/or participate in sales trips to key feeder markets.
- Follow up with clients regularly during and after departure to ensure satisfaction and secure future bookings.
- Follow the principles of CARE and the Four Disciplines of Associate Success.

QUALIFICATIONS AND REQUIREMENTS:

- Excellent communication skills with the ability to negotiate, convince, sell, and influence prospects and hotel guests.
- Advanced knowledge of the sales and hospitality principles and practices.
- Results-oriented writing techniques and strategies for correspondence, i.e. letters, reports, proposals.
- Appropriate and accurate grammar and punctuation in written communication.
- Ability to maximize impact, maintains interest, and establishes a rapport with your audience when conveying information.
- Ability to proactively prioritize needs and effectively manage time and resources.
- Understanding the positioning of the hotel, services provided, and how the hotel can meet the needs of clients.
- Two-four years of employment in the hospitality industry or related sales field.
- English is a must; other languages are a plus.
- Basic math skills.

The statements in this job description are intended to represent the key duties and level of work being performed. They are not intended to be ALL responsibilities or qualifications of the job. This position is classified as non-exempt (per the Fair Labor Standards Act) and is subject to overtime in accordance with Federal and State Regulations.

Employee Name (Print)

Employee Signature

Date