



Sales Manager

Department:	Sales and Marketing
Reports to:	Owner
General Purpose:	Solicits group business that enables the facility to meet and/or exceeds group revenue goals in room, food and beverage, and golf revenues.

Duties and Responsibilities:

- ◆ Solicits new and existing accounts to meet/exceed revenue and occupancy goals. Method of sales may include, but are not limited to: telephone solicitation, outside sales calls, sales presentations, property tours, customer meetings, travel to key markets, and written correspondence.
- ◆ Maintains and cultivates relationships with new and existing customers
- ◆ Develops sales leads through innovative strategies
- ◆ Prepares written and verbal correspondence to customers, internal booking reports, and ensures proper maintenance of sales files.
- ◆ Prepares reports such as annual individual sales plans and client mapping
- ◆ Assists in developing rates through review of competitive data, demand analysis, and mix management.
- ◆ Participates in and may conduct meetings such as: staff meetings, daily business review and pre-convention and post convention meetings.
- ◆ Works with other departments within the resort to provide quality service to customers.
- ◆ Attends trade shows, community events, and industry meetings.
- ◆ Drafts contracts and proposals for group and social sales.
- ◆ Cultivating corporate relationships by outside meetings.
- ◆ Regular and reliable attendance.

Education/Experience:

- Associate's degree (AA); three years related experience and/or training; or equivalent combination of education and experience. (Hotel Management, Marketing preferred).

Physical Demands:

- Frequently talks and hears. Regularly walks, stands, sits and uses hands to finger, handle, or feel.
- Occasionally reaches with hands and arms. Occasionally lifts up to 25 pounds.

Environment/Noise:

- Noise level is moderate.

Certificates/Licenses:

- None Required
- Valid Driving License is required

Job Knowledge, Skill, and Ability Preferences:

- Ability to speak and announce the use of the English language is a must
- Knowledge of Microsoft Office applications and V1.