

Hotel Sales Manager

Position Overview:

The Sales Manager serves as the hotel representative to prospective clients and customers who are in need of lodging, meeting space, food and beverage service and have direct oversight of the sales operations. The Sales Manager responds to inquiries, initiates new sales, prospects and qualifies leads and solicits potential clients and entertains clients, conducts site visits, determines rates, prepares proposals, negotiates contracts, services accounts and analyzes lost business for the hotel. The Sales Manager is also responsible for creating a sales and marketing plan, budget, forecasts, advertising, as well as strategies to meet or exceed established revenue and room night goals. This person works with various departments to ensure requested services are provided to customers. The Sales Manager must have adequate computer skills and possess the ability to learn and implement new software systems accordingly.

Responsibilities/Duties:

- Have a good knowledge of Bryan/ College Station as a destination and all that it has to offer clients.
- Maintains timely and effective communications with the General Manager, Catering Manager and hotel staff regarding the catering function.
- Maintains timely and effective communication with the Front Office and Revenue Departments regarding group rooms business.
- Researches local competition.
- Provides product quality feedback to the General Manager and the Corporate Director of Sales.
- Maintains a positive image for the hotel in the marketplace, and participates in community affairs.
- Provides data to the General Manager for establishing the annual budget and forecast.
- Performs all other related duties/projects/reports as assigned by the General Manager/Corporate Director of Sales.
- Exercises the hotel's policies and procedures in accordance with the above responsibilities.
- Understand the overall market, competitor's strengths and weaknesses, economic trends, supply and demand, and how to sell against them.

- Proactively solicit potential new account opportunities through telephone solicitation, networking through organizations, conducting internet research/prospecting campaigns, attending tradeshows and/or client events when applicable; in addition participate in concentrated sales efforts in all market segments.
- Maintain accurate and updated accounts/information in the sales software system, Dephi.FDC.
- Develops and implements direct sales projects and programs targeting all market segments.
- Build and maintain rapport with customers throughout the sale process.
- Ensures that all DEFINITE bookings have proper signatures on letters of agreement, variances and hotel commitments for all bookings.
- Process all leads and respond to customer inquiries in a timely manner.
- Perform consistently in the area of sales and meeting production goals each period/quarter/annually.
- Assist with drafting a Sales & Marketing plan.
- Perform other duties as assigned to meet business needs

Qualifications:

- BA or BS from a four-year college or university preferred.
- Driven sales acumen. Energetic, proactive, takes calculated risks, and perseveres to attain goals. Possesses an extensive knowledge of sales, marketing, revenue management and budget analysis capabilities with a demonstrated ability to apply these principles and methods through strategy and tactics.
- Excellent communication skills. Skilled at establishing effective relationships with customers and internal partners; promoting openness, trust and confidence in one's intentions. Requires effective reading, writing and oral comprehension.
- Thorough understanding of hotel revenue management. Knowledge of total hotel revenue management concepts, processes and strategies (including sales cycles and trends, account management, pricing, and inventory management).
- Leadership qualities. Skilled at building a cohesive team and facilitating goal accomplishment by aligning individual and team actions with strategies and plans to

drive business results. Requires the ability to inspire confidence and gain respect of hotel team, industry partners, competitors, and owners.

- Service orientation. Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Must be able to close the sale and meet aggressive sales targets.
- Excellent verbal and written communication skills and organizational skills are very important.
- Must be able to think clearly, analyze and resolve problems while exercising good judgment. You must also be able to remain calm and courteous in demanding situations.
- Must have thorough experience with professional selling skills: opening, probing, supporting, and closing.
- Must possess exceptional negotiating skills.
- Must be proficient in general computer knowledge and able to train and monitor the process of sending referrals, setting traces and profiling accounts. Experience in Delphi.FDC and Hotelligence is preferred, but not required.
- Must have own reliable transportation and possess a valid state driver's license in order to make sales calls.
- Be able to represent the hotels with the highest level of integrity and professionalism, a service-focused approach, and a caring, sincere attitude at all times.
- Strong understanding of customer and market dynamics and requirements.
- Proven leadership and ability to drive sales team.