

## Director of Sales

### Job Overview

The Director of Sales is a key position within the hotel responsible for acquiring and maintaining a solid base of customers ensuring the hotel continued success and profitability.

The ideal candidate will be an experienced hotel sales person who is comfortable with outside sales calls as well as inside, and someone who enjoys networking with others, who is results oriented, and has a desire to meet and exceed goals. They are in charge of ensuring their facility meets revenue goals in areas such as food, room rentals, and beverages. This also includes guest rooms, banquet or rentable meeting spaces.

### Duties and Responsibilities

Developing and implementing effective sales strategies, managing lead sources to ensure quantity and quality of leads, dealing well with change and presenting new ideas in a professional manner.

Develop effective sales, marketing strategies and maximize the generation of hotel sales and revenues.

Maintaining composure under pressure without becoming defensive or irritated. Highly organized and structured yet flexible to adapt as situations require creative thinking, exceptional communication skills.

Team player that is willing to adapt their role as needed in order to ensure excellent hospitality is provided to every guest all the time.

Develop and maintain good relationships with officials and representatives of local community groups/organization and companies.

Develops and manages relationships with key clients in order to produce group and convention business to include room sales, food and beverage sales and catering/banquet services.

Actively participates in sales trips to local trade and professional associations/corporations, travel agents, as well as other local and state organizations that could result in potential business for the hotel.

Conduct hotel tours and entertain qualified potential clients in accordance with the company and property policies.

Follow-up on all meeting and banquet functions with the customer contact person and solicit future business.

Work collaboratively with other departments employees to ensure successful events resulting in repeat business.

Solicit sales for the property through planned, personal, telephone solicitations and various social media channels.

Ensures that current and prospective client database are maintained that files are kept current and accessible and that timely sales recap reports are submitted to the General Manager.

Skills and Experience

Minimum 7 + years in Hospitality Sales Positions

Minimum 3+ years in Sales Leadership Positions

Highly energetic and motivated individual

Strong leadership and communications skills

Strong problem solving

Excellent verbal and written communication skills

Results driven focus and ability to work through to completion in a timely manner

Adaptable to change

Strong knowledge of Microsoft Office products to include not limited to Microsoft Excel and Microsoft Outlook and Oracle Opera and Open Table and Micros POS.