

Director of Sales

More information about this job:

Overview:

General Summary:

Previous experience with Marriott or Hilton limited service hotels preferred. Responsibilities include driving sales and generating top line revenue to exceed budget expectations. The Director of Sales, reports to the General Manager's, and is responsible for the sales and marketing functions of the hotel including soliciting of accounts, nurturing and growing client relationships/business, , consistently up-selling the hotel's rooms to meet or exceed sales goals, budgeting, forecasting, advertising, the creation of the marketing/business plans, SMART Plans and weekly reports. Individual will adhere to all established booking reports and file maintenance procedures. The Director of Sales will strive to exceed all guest/client expectations.

Responsibilities:

Principal Responsibilities:

- Must utilize a "hands-on" approach to be actively involved in maintaining current accounts; as well as securing, qualifying, and following up on leads to book new clients.
- Candidate must have good computer skills, communication skills, and excellent hospitality/customer service experience.
- This position demands a flexible schedule. This individual must be available days/nights/holidays/weekends based on the needs of the client and the Hotel
- Solicit new business to ensure all revenue goals are achieved or exceeded within all market segments. Identify business opportunities, and proactively research, analyze, and tele-market prospective clients
- Develop/maintain knowledge of market trends, competition and customers
- Team player in all aspects
- Strong background in selling sleeping rooms to corporate and leisure markets, groups and small meetings
- Assist hotel management with developing and implementing hotel specific selling strategies.
- Responsible for internet prospecting. Dedicates time each day to researching the internet for meetings, conferences, events and sports groups coming to area, uses this information to solicit possible future business.
- Solicitation of new and existing accounts to meet/exceed revenue goals. This involves making cold calls, direct sales calls, sales blitzes, and hotel tours. In addition, maintaining good working relationships with existing clients while exploring ways to increase revenue.
- Assists Revenue Manager and General Managers with weekly calls to review and update 30/60/90 day forecasting in order to meet and/or exceed our budgeted goals.

- Displays leadership in guest hospitality, exemplifies customer service and creates a positive example for guest relations; Interacts with guests to obtain feedback on product quality and service levels

Additional Details:

- Experience with Hilton and/or Marriott computer systems preferred
- Experience with Hotel SalesPro preferred
- Excellent time management skills
- Strong organizational skills
- Strong customer service orientation and skills
- Must be self-motivated, results oriented, and exhibit a “can do” attitude.
- Creative problem solving skills

Position Offers:

- Competitive Salary
- Bonus Plan
- Growth Potential
- Health and Dental Insurance
- Paid Vacation