

THE CLASSIC CENTER

JOB DESCRIPTION

DEPARTMENT: Convention and Visitors Bureau: Sales

JOB TITLE: Sales Manager

**FLSA STATUS: Exempt
40 Hours Per Week**

GENERAL DESCRIPTION:

Promotes and sells Athens as a destination for meetings and conventions, with the goal of generating room nights for area hotels. Achieves specific lead and room night metrics as assigned. Primary markets will include, but are not limited to: UGA, Association, SMERF, some Sports and Single-Property (reactive) groups. This position will be directly responsible for all elements of destination sales with some servicing responsibility as required. Position reports to Director of Sales.

TYPICAL WORK ROUTINE INCLUDES, BUT NOT LIMITED TO:

Under the guidance of the CVB Director of Sales:

1. Meet or exceed all goals and objectives as outlined in the Program of Work, as well as support the execution of the plan.
2. Prospect to identify viable customers in assigned markets based on sales goals. Create and maintain a file on each organization/group, obtaining history and needs. Trace potential accounts with goal of booking business (overnight emphasis). Maintain a database of relevant contacts.
3. Coordinate hotel accommodations for all client events and leads generated from Classic Center staff.
4. Work closely with The Classic Center Sales Team to prepare and present bids to organizations to book events.
5. Implement sales programs to bring events into Athens, concentrating on low-hotel occupancy times.
6. Work/partner with local organizations to promote Athens.
7. Develop new product in form of itineraries, packages, and more for both individual leisure travelers and convention attendees. Customize for group tours as requested.
8. Manage accounts as instructed by the Director of Sales.
9. Invites and hosts buyers, namely meeting planners, for site inspections/destination visits for pending and potential business.
10. Generate leads and submits these leads to the requested Athens businesses / suppliers. Follow-up to ensure that the customer has received requested information and to see if there are any questions or concerns.
11. Provides the client with requested information from lodging and other suppliers, when appropriate in the form of a proposal, which should meet the expressed and unexpressed needs of the client in an unbiased, consultative, and timely fashion.

12. Coordinate Athens' participation in various consumer and trade shows.
13. Communicates with all hotel properties on a regular basis to assist with coordination of hotel room needs for various groups.
14. Holds membership in key trade associations such as GSAE.
15. Keeps open communication with CVB's Marketing Division to maintain appropriate sales tools and pertinent marketing materials to attract organizations. With Director of Sales, collaborates with Marketing to suggest advertising buys.
16. Research and identify sports tournaments and UGA conventions and conferences with potential interest in the Athens area.
17. Work with local sports/recreation partners to understand and capitalize on sports tourism market and address specific planner needs.
18. Attend quarterly CVB advisory board meetings, bimonthly CVB staff meetings, and other meetings as requested.
19. Organize and assist in the implementation of familiarization tours of Athens.
20. Inform local hospitality businesses of upcoming conventions and events.
21. Serve as back-up for walk-ins and incoming phone calls.
22. Perform other duties, functions, and responsibilities as assigned.

QUALIFICATIONS:

1. Minimum high school education or GED, with one (1) year sales experience, hotel or hospitality sales preferred. College degree preferred.
2. Ability to handle multiple priorities and follow directions with minimum instructions. Ability to work independently as necessary.
3. Proven track record or meeting and exceeding sales quota. Demonstrated collaboration, prospecting, and negotiation skills.
4. Positive attitude, high motivation level and a passion for Athens and The Classic Center.
5. This position requires frequent walking and standing. This position requires lifting and carrying objects up to 10 lbs.
6. Proficient with computer software programs, including, but not limited to Microsoft Office.
7. Able to hear, see, and to read and write English.