

## **Sales Manager – Cape Codder Resort and Spa**

Come sell the soon to be Margaritaville Resort Cape Cod!!!

This iconic Cape Cod property is under a brand transformation and come Summer 2024 will open as Margaritaville Resort Cape Cod. We are currently undergoing a \$30 million renovation. Join our growing team at this exciting new property!!

### **Job Summary**

The Sales Manager is responsible for increasing hotel revenue by proactively meeting with travel agencies, reservation makers, corporate accounts, individuals, or other markets to promote the hotel and secure additional sales.

### **Essential Duties and Responsibilities**

- Provides professional and courteous guest service at all times
- Makes personal sales calls
- Implements approved sales plan
- Develops innovative sales and marketing techniques
- Searches for and develops potential property markets
- Creates and distributes in-house advertising and promotional campaigns
- Maintains hotel competitive analysis statistical information
- Networks and maintains relations with local civic groups and associations
- Contacts in-house guests, group leaders, and meeting planners to promote good will and garner additional business
- Maintains current filing system and prepares reports (Sales Call Reports, Internal Sales Reports, etc.)
- Follows up on progress of booked groups by monitoring room night pick-up, rooming lists and cut off dates
- Attends weekly sales and team meetings
- Acts as Manager On Duty when scheduled
- Actively solicit accounts, corporations for business new and existing clients to maximize expected budgeted revenues
- Assists in training new associates on the Sales Team
- Pursue targeted key accounts with outside sales calls, appointment calls, site tours, telemarketing, email marketing cross selling Linchris properties
- Develop and implement strategies to maximize revenue and target key potential accounts
- Develop local specific market segment through weekly outside sales calls and strategic Sales Action Plan to secure business
- Work cooperatively with all departments to fulfill guest and client expectations
- Complete weekly sales reports and actively update the entire sales and catering process in the sales software system
- Reports including but not limited to:
  - Lost Business Reports
  - Weekly Activity Reports
  - Weekly Call Reports
  - Group and Catering Goals

- Group and Catering Pace Reports
- Sales Action Plan (sales strategies)
- Budget
- ROB and Forecast
- Sales Pipeline
- Manage your CRM and account workflow
- BEO's
- Create Proposals and Merge Contracts

### **Additional Duties**

- Completes projects as determined by Director of Sales
- Actively seeks out other tasks when current work is complete
- Participates in ongoing education and training of Franchise and Hotel Management Company

### **Essential Behavior Requirements**

- **Customer Service:** *Displays a professional sense of urgency when communicating and interacting with customers, coworkers, and the public in a way that exceeds the customer's wants and needs. Identifies opportunities to improve and deliver additional value to customer's experience by presenting creative solutions and innovative ideas.*
- **Communication:** Actively listens to customers, coworkers, and the public (viewing the situation from the customer's perspective) and works together to solve the problem through effective communication.
- **Problem Solving:** Ability to recognize and define problems; analyze relevant information; encourage alternative solutions and plans to resolve situations; seeks additional assistance when needed.
- **Quality:** Work "product or service" is free of errors and exceeds customer expectations.

**Leadership:** Shares the company vision, and relates company strategy to the associate's daily work. Positively communicates goals. Clearly and consistently inspires associates to achieve the highest standards and results. Displays decisive and firm leadership when necessary. Is professionally disciplined and respectful. Effectively and promptly deals with team performance issues. Adapts positively to changing situations. Handles criticism well, admits mistakes and makes corrections quickly and willingly.

### **Minimum Qualifications**

- **Education or Experience-** Associates (A.A.) degree in business related field; or one to two years related hospitality sales experience and/or training; or equivalent combination of education and experience.
- **Language Skills-** Must have developed language skills to the point to be able to: read, analyze, and interpret general business and sales documents, and financial reports. Write business letters, correspondence, summaries, and reports using prescribed format, and conforming to all rules of punctuation, grammar, diction, and style. Actively participates in discussions. Ability to effectively present information and respond to questions from management, clients, customers and the general public.

- **Mathematical Skills-** Requires mathematical development sufficient to be able to: compute discount, interest, profit and loss, commission, markups and selling price, and percentages. Demonstrates accuracy and attention to detail. Possess strong analytical, problem solving, and organizational skills.
- **Reasoning Ability-** Must have developed reasoning skills to be able to: positively identify problems, collect data, establish facts, draw valid conclusions and provide a viable solution. Thoroughly understand principles of service and/or product being sold. Ability to positively persuade and influence others to select your product and service. Determine or interpret work procedures for a team, assigning specific duties and encourage cooperative teamwork while promoting efficiency.

### **Physical Requirements**

- Ability to pass physical exam, drug test, and background check
- Requires sitting, walking, and standing to a significant degree, reaching, handling, talking, hearing, and seeing
- Lifting up to 20 lbs. maximum with infrequent lifting and/or carrying or transporting of objects weighing up to 10 lbs.
- Ability to operate standard office equipment including personal computer, copiers, facsimile, and telephone
- **Inside environmental conditions protected from weather conditions**

### **Benefits**

- Health Insurance
- 401K with Employer Match
- Dental
- Vision
- Life Insurance
- Flex Spending
- Paid Time Off
- Holiday Pay
- Quarterly Bonus - up to 20% of salary

<https://www.capecodderresort.com/careers>