



Where history meets

history in the making.

**HOURS:** Monday – Friday, 8 a.m. – 5 p.m. Some evening and weekend work is required.

**TRAVEL:** Some travel is required.

**DEPARTMENT:** Sales

**REPORTS TO:** Director of Convention Sales & Sports Marketing

**STATUS:** Full Time/Exempt At Will

## Sales Manager

### NATURE OF WORK:

Represent the Fayetteville/Cumberland County area by aggressively marketing and promoting the destination for meetings and events. Attends various industry conferences and tradeshows to promote the Fayetteville/Cumberland County area. Work is performed with a high degree of independence and under the supervision of the Director of Convention Sales & Sports Marketing. Performance is evaluated through a review of accomplishments and the attainment of objectives.

### EXAMPLES OF DUTIES:

1. Perform sales responsibilities, including the development and implementation of sales presentations and proposal preparation. Other duties include, but are not limited to, direct mail, sales calls, and in-person sales calls to solicit business.
2. Vet and respond to Request for Proposals (RFPs) that are viable for the Fayetteville/Cumberland County area in a timely manner.
3. Create and maintain working relationships with Cumberland County hotels, local venues, schools, colleges, universities, and religious venues.
4. Track leads by creating traces for decision due dates, hotel responses, assistance to planners or hotels, and definite and lost business.
5. Prepare familiarization (FAM) trips and site tours for meetings & event planners.
6. Provide input for developing the Sports & Religious market for inclusion in the Strategic Plan.
7. Develop solid working relationships with surrounding Convention and Visitors Bureaus (CVB) for collaboration in hosting large events for the Fayetteville/Cumberland County area.
8. Research event organizers utilizing MINT+ to:
  - a. Identify events for the Fayetteville/Cumberland County area.
  - b. Identify events before securing appointments during one-on-one conferences/conventions.
9. Attend local and regional meetings and functions to stay current on developments and new business that could impact sales efforts.
10. Handle concerns and suggestions from clients expeditiously to promote excellent customer service.

13. Prepare performance reports, including lead generation, booked business, and activities to be reviewed monthly.
14. Perform other related duties as required or assigned.

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

1. Thorough knowledge of sales practices and promotion, including a working knowledge of contracts, bid procedures, and financial and other requirements.
2. Maintain working knowledge of the Sports and Religious markets.
3. Ability to create professional presentations that communicate clearly, effectively, and concisely.
4. Ability to create and promote strategies designed to increase business for lodging partners and facilities in the Fayetteville/Cumberland County area.
5. Ability to plan, organize, prioritize, and complete work routine in accordance with time management methodology.
6. Ability to operate within a work environment which promotes clear and open communication.
7. Ability to analyze problems and recommend practical solutions to operate effectively with minimal supervision and to exercise sound judgment and discretion in performing duties.

#### **MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:**

1. Bachelor's degree from an accredited college or university or five years of equivalent experience in the hospitality industry.
2. CVB and hotel sales experience required, with a working knowledge of the meeting market.
3. Working knowledge of sales platforms such as Simpleview and Microsoft Office suite is preferred.
4. Ability to communicate and work as a team with team members, partners, venues, and volunteers. Ask questions, be present during discussions, meetings and communicate needs appropriately.
5. Considerable communication judgment skills and initiative are required.
6. Ability to learn and maintain knowledge of Distinctly Fayetteville's organizational policies and goals that apply to the Sales Manager's area of responsibility.
7. Ability to plan, organize and effectively present ideas and concepts to groups and to communicate effectively and professionally orally and in writing.
8. Ability to exercise sound judgment and discretion in performing job duties and represent the Distinctly Fayetteville in a positive, enthusiastic, and professional manner.

#### **CONDITIONS OF EMPLOYMENT:**

1. Each applicant who has tendered an offer for employment must have and maintain a valid North Carolina driver's license with an acceptable driving record.
2. Employment is at will: the team member may quit or be discharged at any time for any reason per applicable North Carolina laws.