



**JOB TITLE:** National Sales Manager  
**MARKETS:** Corporate & Association, including Conference Direct & Maritz  
Travel Partners  
**REPORTS TO:** Vice President, Commercial Strategy  
**CLASSIFICATION:** Full-time, exempt

**Position Summary:** The national sales manager focuses on business development and relationship building in assigned markets. This includes generating room night hotel bookings for Greenville area hotels and securing venue bookings in the city and the County. As well as developing relevant single-property and city-wide prospect and client base, while presenting Greenville's unique selling points during market trips, proposals, pitches, tradeshow, site visits and FAM trips.

#### **Essential Duties and Responsibilities:**

**Sales Solicitation Goals:** Meet and / or exceed individual sales goals, as assigned by the VP, Commercial Sales (i.e. room night production, lead production, site visits, etc.)

**Business Development / Account Production:** Identify and develop new market opportunities, while growing existing accounts. Maintain CRM, evaluate trends within the market and communicate with existing accounts based on tracing frequencies, selling cycles, etc. Invite clients/prospects to the destination for entertainment, tours, site inspections, FAMS, sales blitzes, etc.

**Lead Generation:** Handle leads / inquiries and produce group business leads for local hotels / venues

**Tradeshow Participation & Management:** Includes tradeshow registration, sponsorship, and booth presence

**Site Visits:** Manage arrangements associated with site visits and FAM tours of the destination / hotels / venues, etc.

**Budgets:** Manage sales budget, accounts, and expenditures

**Reporting:** Maintain accurate daily, weekly, monthly, and quarterly reports on sales activities, lead generation, definite room night bookings, site visits, trip activity, communications, and other sales related goals

**Meetings / Industry Participation:** Attend and participate in sales meetings, staff meetings, and other meetings / functions as required. Serve on industry committees and boards when appropriate, as well as maintain membership in local, state, regional and national industry organizations.

**Customer Service / Relationship Building:** Act as a liaison between meeting planners and industry partners and build partnerships with area businesses and hotels relative to the client's needs

Perform other duties as requested by the VP, Commercial Strategy, or other leadership. This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform.

**Skills and Characteristics:**

Proven track record with sales conversion success and performance

Loves to travel, visit clients, pitch prospective customers, attend workshops, tradeshow, etc.

Excellent presentation and communication skills

Able to multi-task and prioritize

Maintain composure and objectivity in high-pressure situations

Passionate, energetic, and professional

Able to assimilate complex information, data, etc. from disparate sources

**Work/Education Requirements:**

Minimum of 2-5 years of progressive experience in full-service hotel sales or at a CVB / DMO

Four-year college degree in communication, business management / administration, hotel management, destination sales or corporate sales or related hospitality field is preferred

Solid understanding of the tourism and hospitality industry with exceptional knowledge of groupmeeting / convention sales

Firsthand selling experience with assigned market groups/accounts and meeting planners and / or third parties preferred

Must be proficient with MS Office

Experience using sales account databases and sales CRM platforms; experience with Simpleview a plus

Long hours sometimes required including weekends and/or holidays - typically a 50-hour work week

Must be able to lift / move packages up to 20 pounds

Position is based in Greenville, SC