

### Summary/Objective

The Director of Sales is assigned segments with an emphasis on the development of new business for assigned hotel. Working with the General Manager, Regional Director of Revenue Management, and the Regional Director of Sales, to drive revenue potential for assigned property and ensure customers have a memorable hotel experience. They develop and execute Sales action plans, maintain positive interdepartmental relations, and complete special projects as assigned by the General Manager, Regional Director of Sales and/or Vice President of Sales

### Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

### Selling

- Meet or exceed set sales goals, through proactive solicitation of market demand generators.
- Develop full working knowledge of competitor hotels through site tours and completion of SWOT Analysis (Strengths, Weakness, Opportunity and Threat).
- Initiate and follow-up on leads.
- Monitor production of all top accounts and evaluate trends within the market and ensure that the Sales Team (if applicable) is held accountable for those accounts.
- Coordinate all group, transient, and catering (if applicable) solicitations to maximize overall profits.
- Conduct a professional, thorough site inspection of the hotel with clients, exhibiting key features and benefits of the property, and ensure that all Sales Managers and/or Sales Coordinators (if applicable) conduct thorough site inspections.
- Develop and execute strategies to increase share from competitors
- Use the property's computerized sales management system (Delphi) to manage the hotel's business, including but not limited to, generating reports, entering business, blocking space, completing traces and building accounts.
- Meet and greet onsite contacts.
- Abide by Prime Selling Time (PST) and ensure that the Sales Team does the same.
- Actively solicit business via phone, telemarketing, cold calls, warm calls, and site visits to meet targeted goals
- Consult with the General Manager Regional Director of Sales, and Regional Director of Revenue Management on rate/inventory suitability of potential group business and review STAR Reports to ensure hotel is positioned in the market properly
- Identify operational opportunities that impact the effectiveness of marketing activities and overall hotel sales performance and work with General Manager on solutions.
- Create and implement hotel-level tactical sales plans that drive measurable incremental occupancy, increase average rates, increase business volume during off-peak periods, increase local food and beverage and banquet sales, and enhance the image of the hotel in the local community.
- Monitor sales activities/performance to ensure actual sales meet or exceed established revenue plan.
- Analyse both current and potential market and sales trends and coordinate all activities to maintain and increase revenue and market share through added business volume and increased rate.

### Leading

- Operate the Sales Department within established sales expense budget.
- Assist in the preparation of required reports in a timely manner.
- Conduct weekly sales meetings according to Peachtree Hospitality Management standards.
- Be familiar with all Peachtree Hospitality Management sales policies and selling techniques with an emphasis on maximizing occupancy, Average Daily Rate (ADR), and Banquet/Catering (if applicable) Revenues.
- Motivate, coach, counsel and discipline all team members (if applicable) as needed in accordance with Peachtree Hospitality Management standards and policies.
- Monitor the sales incentive plans and ensure that you may explain potential earnings and benefits.
- Assist in ensuring that incentives are processed and paid according to the specified time period for each plan.
- Coordinate the preparation of complete and accurate end-of-month reports, according to Peachtree Hospitality Management standards.
- Coordinate preparation of the annual revenue budget.
- Coordinate preparation of the annual business plan.
- Coordinate preparation and execution of monthly sales plan.
- Coordinate and direct preparation of the monthly rooms' revenue forecast for the current and upcoming months and assist in ensuring accuracy within 5% margin of error.
- Identify operational opportunities that impact the effectiveness of marketing activities and overall hotel sales performance and work with General Manager on solutions.

### Professionalism

- Approach all encounters with guests and team members in a friendly, service-oriented manner.
- Maintain regular attendance in compliance with Peachtree Hospitality Management standards, as required by scheduling, which will vary according to the needs of the hotel.
- Maintain high standards of appearance and grooming, which include wearing a correct nametag when working.
- Always comply with Peachtree Hospitality Management standards and policies to encourage safe and efficient hotel operations.
- Ensures that employees are always attentive, friendly, helpful, and courteous to all guests, managers, and other employees.
- Supervise, administer and ensure timely completion of all activities of the Sales Department.
- Develop a full working knowledge of the operations of the hotel, including Food and Beverage, Guest Services.
- Performs other duties as requested by management.
- Attend all training/meetings as required by management.

### Competencies

- Must be able to convey information and ideas clearly, both oral and written.
- Must work well in stressful, high-pressured situations.
- Must be able to evaluate and select among alternative courses of action quickly and accurately.
- Must be effective in handling problems in the workplace, including anticipating, preventing, identifying and solving problems as necessary.
- Must be effective at listening to, understanding and clarifying concerns and issues raised by team members and guests.

- Must have the ability to assimilate complex information, data, etc., from disparate sources and consider adjust or modify to meet the constraints of a particular need.
- Must be able to work with and understand financial information and data, and basic arithmetic function.
- Must be able to prioritize departmental functions to meet due dates and deadlines

#### Physical Demands

- Long hours sometimes required.
- Light work-exerting up to 20 pounds of force occasionally, and/or 10 pounds of force frequently or constantly to lift, carry, push, pull or otherwise move objects.

#### Travel Required

- 0-10%

#### Required Education and Experience

- High School diploma or GED certification required, and/or equivalent work experience.
- College Degree is preferred.
- Sales/Brand systems preferred.
- Minimum of 2+ years hotel sales experience
- Previous sales experience within the hospitality industry required
- Market knowledge preferred
- Well organized and detail oriented
- Ability to work independently
- Display initiative, perseverance and analytical skills
- Available to meet guests which may include weekends

**SHANE GALBRAITH | Regional Director of Sales**

#### **PEACHTREE HOSPITALITY MANAGEMENT**

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