

## **Experience Rochester National Sales Manager Job Description**

### **About Experience Rochester**

Rochester's Minnesota Convention and Visitors Bureau known as Experience Rochester (Corporation) was recently reimagined and redefined into a Destination Marketing Organization, responsible for the sales, marketing and management of the Mayo Civic Center (MCC). The Corporation will be an engine for sales efforts and management of MCC as well as a leader, convener and collaborator for all aspects of destination marketing and the visitor experience. Under the guidance of the President, Experience Rochester is seeking to fill the National Sales Manager.

Reports To: Director of Sales

### **Salary Range:**

\$70,000-\$75,000 plus performance incentive of up to 30% of annual salary

### **Benefits:**

401(k) contribution, medical, vision, dental insurance, paid time off, 11 observed holidays, short-term, long-term disability, life insurance

### **Overview:**

The primary goal of the National Sales Manager is to promote and sell the MCC to strategic clients and organizations across the country in an effort to drive the desired economic impact, MCC revenue and targeted booking opportunities of the MCC and the Corporation and its partners. The National Sales Manager will work under the guidance of the Director of Sales to execute on the annual sales and marketing plan and strategy to deliver desired return on the goals set by the Corporation.

### **Job Description:**

The National Sales Manager is an experienced hospitality sales professional responsible for implementing and administering sales strategies and programs to achieve individual, room night, booking, and revenue goals in support of the overall mission of the Corporation and its partners.

The National Sales Manager will assertively prospect and pursue sales opportunities that are a fit for the MCC to maintain, nurture, and grow MCC bookings with the desired impacts. This position will be responsible for prospecting, developing leads and closing business at the MCC. It will serve as a liaison between the Corporation, the MCC as the primary large meeting venue and partners to promote and sell Rochester as a meetings and conventions destination.

### **Essential Duties & Responsibilities:**

- Develop and manage national and other respective large and high-profile accounts within the portfolio representing the Corporation's select target markets. These accounts will be assessed by applying predetermined selection criteria. Position will solicit these accounts consisting of personal outside sales calls, site inspections, customer targeted events/initiatives, telephone/e-mail solicitation, written and oral communication, and file maintenance.
- Prospect the national accounts market for new and emerging business for new accounts that could convert as definite future business for the MCC.

- Manage group sales activities to achieve budgeted organizational and individual lead, room night and revenue goals.
- Participate in sales and sales strategy meetings with the Director of Sales and VP of Administration as needed, and key Corporation's partners and associates.
- Interface with event managers and the MCC's GM and Director of Operations as needed to facilitate smooth and seamless transitions for clients after booking at the MCC
- Develop strong community relationships with area hotels, venues, and business wishing to attract meetings/group market.
- Create relationships and engage planners, encouraging their choosing the MCC for their group events through managed databases and CRM, cold calls, traces, tradeshow/marketing follow-up.
- Manage projects designed to attract key groups through attendance at tradeshow, sales missions, familiarizations tours, host meeting planner events, collaboration of web/social/e-mail marketing content.
- Attend trade shows, industry events and meetings determined to impact direct sales to the MCC and the Rochester market.
- Maintain knowledge of key markets, competition, and account prospects to be added to the account portfolio.
- Assist in the establishment of goals which is determined/renewed on a prescribed basis.
- Work in conjunction with the various Corporation programs to create strategies to secure future business.
- Maintain exemplary product knowledge of the Rochester market area, attractions, recreation, services, and amenities.
- Maintain awareness of industry trends and competing destinations and/or venues.
- Manage client relationships to ensure adequate account servicing and business retention.
- Execute all other duties as assigned by the Director of Sales.

**Qualifications & Requirements:**

- Minimum of 3 years sales and/or management experience in related field, preferably with a convention bureau, facility, hotel sales, or convention services.
- Passion for sales and customer development, a self-starter who is persistent and professional.
- Strong relationship building and interpersonal skills, with the ability to interact effectively with internal and external clients at various levels of applicable organizations.
- Highly self-motivated with strong work ethic, results oriented ability to thrive and excel in fast-paced environment, ability to work independently.
- Excellent communication, presentation, and time management, attention to detail.
- Must be able to work evenings, weekends, as required.

**Education/Experience:**

- Bachelor's degree in related field and four or more years of management level sales experience in the tourism and hospitality industry, or equivalent combination of education, training, and experience.