

Sales Manager

Reports to: VP Sales and Services

Department: Sales and Services

Supervises: None

Date: 12/05/2016

JOB FUNCTION:

Position ensures business growth through group sales activities by promoting and selling the Seattle Southside region as a destination for meetings, group tours, and sporting events.

ESSENTIAL FUNCTIONS:

1. Generates hotel bookings from actively selling destination across market segments. Will be assigned focus market segment, such as SMERF, associations, corporate, tour and travel, etc., but will need to be able to work across all market segments.
2. Achieves individual as well as team sales goals.
3. Generates and manages sales leads; works with hotels to create competitive bids to win business for Seattle Southside. Client presentations of the bids may be required.
4. Creates and maintains client base and sustains relationships with clients in order to keep Seattle Southside top of mind to prospective and returning clients.
5. Actively prospects for new business within market segments to be assigned.
6. Attends tradeshows, sales missions, client events, networking meetings and local meetings to solicit group business and represent Seattle Southside professionally and competently; responsible for pre-planning, target marketing, identifying prospects, pre- and post-event related work and some booth arrangements, as applicable.
7. Coordinates and conducts site inspections for meeting planners and group leaders, showcasing hotel facilities and area attractions, as well as transportation options and other Southside advantages.
8. Assists meeting planners and group leaders with referrals to transportation, catering, and other services and recommends itineraries and other helpful suggestions to make visiting the Seattle Southside area as easy and convenient as possible.
9. Participates in membership trade organization, such as MPI, WSAE, PCMA, NTA, etc., as assigned; attend monthly meetings and/or annual conventions as assigned and be an active participant in the organization in order to spotlight Seattle Southside, build relationships with colleagues and potential clients, learn best practices and share with sales team, and identify potential sales and promotional opportunities.
10. Exercises discretion and independent judgment in regard to the general business operation of the RTA clients.
11. Assists with the planning, coordination and implementation of special cooperative sales programs (e.g., familiarization tours, sales blitzes, receptions, etc) or other related activities as assigned, to creatively profile Seattle Southside as a group tour, travel, and meeting destination.
12. Encourage and promote a cooperative spirit among all Seattle Southside personnel, but especially the sales team, that promotes quality customer service, team-building, and continual self-improvement.
13. Performs other related duties, special projects and assignments as required.

Qualifications:

To be successful, you will have sales experience in regional tourism/hospitality industry for at least 3 years with a proven record of achieving sales goals and successfully prospecting for new clients. A good understanding of the key operators within the industry would be advantageous. Must be personable and professional in communication style and demeanor and have a consistent positive attitude. Must have the ability to work independently, but also as a team to support other sales managers without competition.

- Four-year degree preferred in sales, hospitality, marketing, communications, or compatible field, or equivalent job experience in the aforementioned fields. Professional development training desirable beyond formal education; professional affiliations with industry associations desired. Prior DMO or hotel experience preferred.
- A demonstrated experience in the tour & travel (group tour operators), meetings, or sports industry with a proven service and/or sales record ideal.
- Demonstrates high initiative and self-motivation, as well as strong customer service skills
- Willing and able to work evenings, weekends and holidays based on client and office demands.
- Proficiency in Word, Excel, Outlook, PowerPoint, Simpleview and other relational sales management databases ideal.
- Ability to operate computer, fax, copier, and general office equipment including laptop computers, often from remote locations.
- Strong prospecting and communication skills.
- Ability to travel to industry tradeshows, networking events, and client meetings.
- Excellent oral and written skills; must be able to give public presentations to clients as well as write compelling proposals, emails, and letters.

License Requirements:

Valid WA State driver's license with good driving record.