**Position: Sales Manager**

**Department: Sales & Marketing**

**License: None**

**Credential: N/A**

**Access Code: Z**

**Reports to: Director of Sales**

**Job Code: VFPMGCS00**

**Org Chart pages: 1**

**Date Last Approved: 11/08/2022**

**SUMMARY DESCRIPTION:**

Responsible for achieving catering sales revenue goals through solicitation, maintaining existing accounts, and negotiating contracts with meeting and event planners. Ability to represent the property virtually through power point presentations and at industry-related tradeshows. The team member in this position will manage weddings and catering business opportunities from the prospecting and inquiry phase through the implementation of the sales agreement. The team member in this position is responsible for driving revenue to the hotel.

**ESSENTIAL JOB FUNCTIONS/DUTIES:**

* Maintains existing relationships and builds new customer contacts
* Solicit wedding and catering business through strategic planning and local events
* Full working knowledge of Salesforce including familiarity with blocking guestrooms and meeting space.
* Prepares, plans and conducts property site visits with Brides and Social Customers
* Identify need period catering business and opportunities for share shifting
* Generate ideas and initiatives that further develop existing catering accounts
* Identify opportunities to drive additional revenue through the BEO process
* Find qualified leads utilizing resources to include tech portals and third party agencies (wedding wire, direct website, bridal expos, NACE)
* Create strategies for closing catering business opportunities
* Engage in a sales-focused atmosphere that promotes sales growth
* Maintain knowledge of competitor’s sales and convention programs in order to generate future leads and be able to sell against the competitive set’s strengths and weakness
* Prepare catering and wedding event Resumes and present at Resume Meetings
* Effectively communicate with internal and external stakeholders
* Other duties as assigned

**Managing Profitability:**

• Create and maintain a continuous sales funnel

• Ensure synchronicity through planning for operational efficiencies and profitability

• Follow standard operating procedures to ensure profitability targets are met

**Ensuring Exceptional Customer Service:**

• Create an atmosphere that meets or exceeds guest expectations

• Set a positive example for both team members and guests

• Interact with guests to obtain feedback on quality and service standards

• Respond to and handles situations requiring service recovery

• Strive to improve service performance

**JOB SPECIFICATION:**

Bachelor's degree preferred

Three (3) years of experience in a similar position preferred.

* Must be at least 21 years of age.
* Must be proficient in the use of Microsoft Office applications: Teams, Outlook, Word and Excel; LMS, Salesforce, CVENT, Sertifi and others.
* Proven history of sales and service that clearly showcases an understanding of guest service and revenue growth
* Broad understanding of managing all aspects of catered events
* Must have strong working knowledge of hotel operations and sales functions
* Must have exceptional communication, interpersonal, customer service, and negotiating skills.
* Must be able to obtain/maintain any necessary licenses and/or certifications.