

**Job Title:** Convention Sales Manager

**Market Segments:** State Association, Corporate & Government Markets

**Department:** Convention Sales

**Reports To:** Director of Sports, Tourism & Convention Sales

**FLSA Status:** Exempt

**SUMMARY**: Serves as the **Valley Forge Tourism & Convention Board** (VFTCB) sales representative to prospective and current clients who are interested hosting meeting & events in Montgomery County. Responds to sales inquiries, initiates new sales, prospects and qualifies leads and solicits potential clients, entertains clients, conducts site visits and answers questions. Develops sales plans and strategies to meet or exceed established lead and room night goals. Works with various members to establish and maintain stro ng working relationships while promoting all of our destination offerings.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

• Maintain existing client base and develops new accounts within the corporate/association/government markets

• Develop sales strategies targeting corporate/association/government markets

• Attend monthly meetings of professional organizations including PASAE and MPI; and potentially others.

• Conduct quarterly sales blitzes to the Harrisburg for the association market

• Make daily telephone solicitations to new and existing accounts/customers in defined market segments.

• Solicit new convention and meeting clients and manages current accounts.

• Plan and host special client events developing client relationships and promoting Montgomery County region

• Conduct Lunch & Learn Presentations in the VFTCB Offices for clients

• Participate in site inspections and Familiarization Tours for clients interested in Montgomery County

• Research and participate in trade shows, member events and community activities.

• Represent Board at trade shows and conventions and conduct follow-up activities.

• Excellent selling skills and understanding of sales processes; can bring a sale to closure.

• Strong customer development and relationship management skills.

• Aggressively identify, initiate contact with and solicit new business and meeting industry clients

• Undertake assignments and duties at the request and under direction of the Associate Director of Sales

• Participate in the VFTCB’s Adopt a Hotel program which requires quarterly visits to the assigned hotel properties

• Contribute to the success of the Board’s strategic plan and adheres to its core ideology.

• Maintain active liaison with key customers through personal contact and association memberships.

• Represent VFTCB on industry boards and committees; Committee participation is required.

• Responsible for managing CRM (customer relationship management) software.

• Review and analyze industry reports (i.e. Knowland and Navigator) to identify new leads.

• Develop, maintain, and implement 30-60-90 day action plans.

• Participate in team brainstorming, problem solving and action plans.

• Responds immediately (in a timely manner) to incoming group opportunities for business.

• Ensures business booked by following up with hotel partners, third-party partners and clients directly.

• Attend, is prepared and participates in weekly Sales meetings. Meetings must be attended on time.

• Processes all business correspondence within acceptable time limits. Creates contracts, customized proposals, and other related booking documentation as required while managing and maintaining account files.

• Conducts pre- and post-event meetings as needed to review/communicate group needs and feedback.

• Make qualified sales trips to solicit new and maintain existing accounts in the corporate & state association markets.

• Management of flexible schedule with potential evening, weekend and overnight travel; travel includes up to a 5-hour drive within Mid-Atlantic Region along with domestic air travel as needed to attend association/client events/trade shows etc.

• Performs other duties as assigned to meet business needs.

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**Competencies and Skills:**

• Excellent communication, management and sales skills

• Strong problem-solving, organization, analytical and negotiation skills

• Strong presentation and communication skills (verbal, listening, writing)

• Ability to influence others, effective decision making skills, creative and detail-oriented

• Able and willing to travel; both regional driving and air travel required

• Position requires occasional evening and overnight travel

• Computer capability, experience with Microsoft Office Software and CRM system skills

• Strong internal (members/ hotel partners/venues) and external customer relation skills (clients & third-party planners)

**CANDIDATE REQUIREMENTS:**

Bachelor’s degree; Strong selling skills; excellent oral and written communication skills; strong analytical skills; driver’s license, local area knowledge, prior hospitality industry (hotel, catering, attractions, etc.) and/or tourism sales experience is a plus.

**EDUCATION/EXPERIENCE:** A college graduate with least 3-5 years of experience in a customer service related position or equivalent combination of education and experience.

**QUALIFICATIONS:** To perform this job successfully candidate should demonstrate a high level of energy, discretion, flexibility and good judgment, as well as an ability to work with senior executives and business partners. Must possess strong written and or al communications skills, as well as excellent organizational skills.

**LANGUAGE SKILLS:** Ability to read, analyze, and interpret general business periodicals, industry and trade journals, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**MATHEMATICAL SKILLS:** Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

**COMPUTER CAPABILITY:** Knowledge of database management, Microsoft Office Suite, mass mailing and e-mailing, mail merge of word processing and Internet research.

**REASONING ABILITY:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Lead by example.

**WORK ENVIRONMENT and PHYSICAL DEMANDS:** Must be able to meet the typical physical and emotional demands of a standard office environment. This may include occasional lifting of boxes weighing up to 40 lb. The position does require some weekday and weekend travel.

**Who We Are:** The Valley Forge Tourism & Convention Board is a private, non-profit membership sales and marketing organization which actively promotes the Valley Forge area and Montgomery County as a convention site and leisure visitor destination by promoting patronage of its member hotels, restaurants, attractions and services.

**Additional Information:** The Valley Forge Tourism & Convention Board offers a competitive salary. Benefits package includes: incentive program, medical, dental, STD/LTD, Life Insurance, 401(k), paid holidays and paid time off.

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