



Job Description

Job Title: Corporate Sales Manager

Reports To: Regional Director of Revenue Management

FLSA Status: Exempt

Department: Sales and Marketing

Division: Sales and Marketing

Summary: Corporate Sales Manager is responsible to develop and foster corporate business through pro-active direct sales, marketing, telemarketing, direct mail, appointment calls and tours of the hotel. Also develops strategic action plans for hotel to drive measurable, incremental sales revenue.

Corporate Sales Manager should be able to identify areas of opportunity in performance and recommend tools and sales training to optimize performance of sales team. Additionally, work with individual hotel teams to identify skill development areas and properly utilize sales and marketing resources.

Required Skills and Experience:

- Follow up with existing customers to maintain maximum level of customer satisfaction and grow existing base.
- Set-up appointments with customers to present our services and products as necessary.
- Acquire and develop new business accounts and prepare sales proposals for clients.
- Able to support hotel's service and relationship strategy, driving customer loyalty by delivering service excellence throughout each customer experience.
- Identify client needs and establish solutions to address client business problems.
- Research new potential opportunities within territory; to include referrals within existing customer base.

- Develop “target accounts” identified within the territory and document progress through account management strategies.
- Develop business plan and update it monthly to reflect strategies to successfully achieve territory quota.
- Work closely with Director of Revenue to ensure proposed rate negotiations meet the financial needs of the hotels.
- Prepare weekly and monthly reports to reflect current and projected revenue, as well as client activity.
- Accompany sales team on sales calls to potential clients to assist in development of the account.
- Develop relationships within community to strengthen and expand customer base for sales opportunities.
- Represent hotel and the company in various events and exhibitions.

Ideal candidate will have 1-2 years hotel Sales and Marketing related experience.