

Sunburst Hospitality Corporation Job Description

Job Code: 30171
Job Title: Director of Sales
FLSA Status: Exempt
Prepared Date: August 2002
Reports To: General Manager

SUMMARY: To supervise the total sales effort of the hotel, including participation in the annual planning effort, developing new accounts, maintaining existing accounts, supervision of sales related professionals, implementation of sales and marketing strategies so as to maximize profits of the hotel while maintaining customer satisfaction.

QUALIFICATIONS: To perform this job successfully, the individual must be able to **perform each essential duty and responsibility in a safe and satisfactory manner**, and the individual must be **punctual** and **have a good attendance record**, and **have reliable means of transportation to work**. The requirements listed below are representative of the knowledge, skill, and/or ability required. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Ensures sales activities meet or exceed budgeted revenue for the hotel overall and for identified areas of personal responsibility.
- Dedicates approximately eighty percent (80%) of work time to customer contact sales solicitation.
- Sets goals and formulates action plans for soliciting and maintaining business based on the targeted market segments focusing on key result areas, as defined in the hotel business plan.
- Develops and implements sales and marketing strategies for new and existing accounts that will result in meeting and/or exceeding budgeted revenue and GOP goals.
- Maximizes individual productivity and results by planning and structuring time for sales activities based on business needs and trends.
- Generates new business through telemarketing, networking and cold-calling.
- Identifies new business by consulting publications to learn about events (conventions, conferences, training seminars, social gatherings, and other functions) requiring overnight travel.
- Actively participates and communicates with diverse community groups and organizations as a representative of the hotel in order to develop positive relationships with community representatives and networking opportunities that will result in business leads from these groups.
- Contacts individuals, civic groups, and executives of organizations to explain services and facilities offered by hotel and to solicit their business group and/or convention business, Room Sales, Food & Beverage Sales, and Catering/Banquet.
- Monitors hotel sales performance by analyzing monthly Star Reports, taking note specifically of RevPar Index, Occupancy Index and ADR Index. If any of these indices are not at 100% (which means the hotel is not obtaining its "fair share" in that index), the DOS should immediately create and implement corrective strategies and actions necessary to accomplish a 100% RevPar index.
- Makes outside sales calls by scheduling weekly site inspections or off site appointments to introduce hotel services to new accounts and to maintain and increase business to existing accounts.
- Maximizes business opportunities with existing accounts by building and maintaining good client relationships, and following up with representatives of existing accounts on an ongoing basis to determine their needs for hotel services.

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ESSENTIAL DUTIES AND RESPONSIBILITIES (continued):

- Evaluates competition to identify potential points of competitive advantage and disadvantage.
- Prepares promotional correspondence with travel bureaus, business and social groups.
- Develops and maintains standard account management systems for prospects, new accounts, existing accounts; develops and maintains client files.
- Maintains "liaison" function with other hotel-level departments to facilitate services agreed upon by the sales office and clients.
- Coordinates sales related activities with other departments to increase internal staff awareness of the customers' needs and to offer new and improved services to customers.
- Attends Staff Meetings and Yield Management Meetings during non key-selling hours.
- Enforces sales department and company policies and procedures in accordance with Sunburst's Sales and Marketing SOP Manual.
- May assist in light set up and presentation at functions as needed.
- Travels approximately 40% of work time, generally within local area.
- Provided the hotel has other sales department employees, the Director of Sales supervises and motivates these other sales department employees. Carries out supervisory responsibilities in accordance with the Company's policies, training programs, and applicable laws. Responsibilities include recruiting, interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- As required of all hotel associates, assists any customer or potential customer in a prompt, courteous, friendly, and helpful manner at all times.
- Other duties and responsibilities as assigned.

EDUCATION and/or EXPERIENCE: Bachelor of Arts degree (B.A.) from four-year college or university; or four to ten years related experience and/or training; or equivalent combination of education and experience is *preferred*. At a minimum, must possess at least two years related sales experience and training or an Associates in Arts degree (A.A.) or equivalent from two-year college or technical school; or equivalent combination of education and related sales experience. *Experience in hotel sales required.*

LANGUAGE SKILLS: *A Director of Sales must have developed language skills to the point to be able to:*

- Read and interpret documents in English such as safety rules, operating and maintenance instructions, and procedure manuals, newspapers, periodicals, journals, and manuals.
- Write routine reports, correspondence, business letters, summaries, and reports in English using prescribed format, and conforming to all rules of punctuation, grammar, diction, and style.
- Ability to speak effectively in English before groups such as customers or employees.

REASONING ABILITY: *A Director of Sales must have developed reasoning abilities to the point to be able to:*

- **Apply common sense** understanding to carry out instructions furnished in written, oral, or diagram form.
- Use **mathematical skills** to interpret financial information and prepare reports and budgets.
- **Read and interpret** business records and statistical reports.
- **Make business decisions** based on reports and similar facts, as well as on experience and personal opinions.

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COMPUTER SKILLS: *Director of Sales must have sufficient computer skills that will allow them to be able to use, in a proficient manner, all Company-issued software programs implemented at the hotel, including but not limited to the following:*

- **Microsoft Word**
- **Microsoft Excel**
- **Yield Management Systems** programs
- **Property Management System (PMS)** programs
- **Daily Revenue System (DRS)** programs
- **Central Reservation System** programs
- Company-issued **internet browser** programs
- Company-issued **electronic mail** programs

NOTE: Company-issued software programs implemented at a particular Sunburst hotel may be changed from time to time; the Director of Sales is required to learn the new programs and upgrades as soon as practicable after such items are provided to the hotel.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel, crouch, or crawl; and talk or hear. The employee must regularly lift and/or move up to 25 pounds. The employee must be able to see differences in widths and lengths of lines such as those on graphs. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

ENVIRONMENTAL CONDITIONS: *Inside:* Protection from weather conditions but not necessarily from temperature changes. A job is considered "inside" if the worker spends approximately 75 percent or more of the time inside.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Must be able to work effectively in a **stressful environment**, communicate well with others, effectively deal with guests, and **accept constructive criticism** from supervisors.
- Must be able to **change activity frequently** and **cope with interruptions**.

IMPORTANT NOTE: *Essential functions of this job are described under the headings above. The job requirements and features are subject to change from time to time due to the then-current needs and requirements of the Company and/or the hotel.*

Employee Signature

Employee Name – Printed

Date

Note to General Manager: please provide a copy of this signed job description to the employee and place the original in the employee's personnel file.