

Sunburst Hospitality Corporation Job Description

Job Code: 50050
Job Title: Sales Manager
FLSA Status: Exempt
Prepared Date: April 2004
Reports To: Director of Sales

SUMMARY: Assists the Director of Sales with the motivation and supervision of the total sales effort of the hotel, including participation in the annual planning effort, developing new accounts, maintaining existing accounts, and 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:

- Assists the Director of Sales to ensure that 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.
- Travels approximately 75% of work time (generally within local area), although sales activities may require occasional overnight travel.
- 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.
- Contacts individuals, civic groups, and executives of organizations to explain services and facilities offered by hotel and to solicit their business.
- Identifies new business by consulting publications to learn about events (conventions, conferences, training seminars, social gatherings, and other functions).
- 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.
- 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.
- 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.
- Enforces sales department and Company policies and procedures in accordance with Sunburst's Sales and Marketing SOP Manual.

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ESSENTIAL DUTIES AND RESPONSIBILITIES (continued):

- May perform “liaison” function with other hotel-level departments to facilitate services agreed upon by the sales office and clients.
- May coordinate sales related activities with other departments to increase internal staff awareness of the customers’ needs and to offer new and improved services to customers.
- May attend Staff Meetings and Yield Management Meetings during non key-selling hours.
- May assist in light set up and presentation at functions as needed.
- Provided the hotel employs other sales department support staff, the Sales Manager may supervise and motivate Sales Coordinator and Sales Assistant associates. Carries out supervisory responsibilities in accordance with the Company’s policies, training programs, and applicable laws. Responsibilities would then 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 two to four 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 strongly preferred; prior sales experience required.*

LANGUAGE SKILLS, REASONING ABILITY & MATH SKILLS: *A Sales Manager must be able to:*

- Organize own activities to make the best use of time and effort.
- Maintain enthusiasm and interest throughout all interactions and meetings with customers.
- Originate and carry out sales campaigns.
- Create new ways of presenting information that will attract customers' attention.
- Speak and write effectively in English when dealing with customers, such as when discussing the features of the hotel products or services involved and to convince the customer of both your knowledge and integrity.
- Keep accurate record of contracts, sales and purchases.
- May plan the work of others.
- Read and interpret documents such as contracts, bid proposals, brochures, newspaper articles, standard operating procedure manuals, business records and statistical reports.
- 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.
- Apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.
- Use mathematical skills to interpret financial information and prepare contracts, letters, reports and budgets.
- Make business decisions based on reports and similar facts, as well as on experience and personal opinions.

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COMPUTER SKILLS: Sales Managers 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 **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, and Company-issued **electronic mail** programs. NOTE: Company-issued software programs implemented at a particular Sunburst hotel may be changed from time to time; the Sales Manager 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 15 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. **Must be able to work effectively in a stressful environment, change activity frequently and cope with interruptions, communicate well with others, effectively deal with guests, and accept constructive criticism** from supervisors. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

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