

DIRECTOR OF SALES

CORAL SPRINGS, FL

GOAL:

To develop and implement a strategic sales plan that maximizes profitability for the hotel and outstanding quality service for customers.

PRINCIPLE DUTIES/RESPONSIBILITIES:

- Direct and manage all group, and catering/banquet sales activities to maximize revenue for hotel.
- Prepare, implement and compile data for Strategic Sales Plan, Month End Report, Annual Goals, Sales and Marketing Budget, Forecasts and other reports as directed/required.
- Develop rates, group ceilings and deployment strategies through review of competitive data, demand analysis and mix management.
- Responsible for directing, coordinating, training and supervising Sales Managers and the Sales Administrators in all Sales-related activities, including direct sales effort, follow-up and proper sales administration.
- Actively participate in sales presentations, property tours and customer meetings.
- Conduct/attend Daily Business Review Meetings, weekly strategic sales meeting, management meetings and other meetings as required/requested.

SUPPORTIVE FUNCTIONS

- Professionally represent the hotel in community and industry organizations and events.
- Participate as team player with other key executive members.
- Provide constructive feedback to all departments and to hotel sales and marketing staff.
- Be a leader and role model to all employees.

REQUIREMENTS:

SPECIFIC JOB KNOWLEDGE, SKILL AND ABILITY

- Knowledge of all departments of hotel.
Ability to effectively communicate in friendly and positive manner with internal and external constituents.
- Ability to communicate customer needs and resolve complaints.
- Sales ability and skill in both oral and written form.
- Mathematical aptitude beneficial.
- Personal computer knowledge desirable (Sales Pro, Microsoft Word, Excel.)
- Ability to establish and master goals
- Ability to identify and develop accounts.
- Must be flexible to work weekends, or holidays when necessary.

