

# Director of Sales

## POSITION SUMMARY:

The iconic Marcus Whitman Hotel is looking for an experienced sales leader and team player to lead the sales team. This is a selling role and offers a competitive base salary and incentive program.

## ESSENTIAL JOB FUNCTIONS:

- Prepares annual strategic group sales plan and revenue budget. Has input on department expenses for salaries and marketing expenses for sales efforts. Aligns with General Manager and Marketing Manager for overall Sales and Marketing Strategic Plan.
- Generates sales and event manager's annual goals, monitors progress and submits quarterly documentation required for incentive payouts at quarter closing.
- Meets and exceeds expectations for gross revenue for assigned revenue targets (examples; guest rooms, banquet, catering, misc. revenues).
- Direct the solicitation efforts of the sales staff through effective oral and written communication while overseeing rate, date, and space commitments for group room sales within the hotel.
- Ability to understand and communicate market trends, demand generators, supply/demand and economic factors affecting hotel performance.
- Conduct comprehensive competitive set reviews, SWOT analysis & keep tabs on new supply.
- Develop/implement key segment strategy & managing key accounts (both existing & target).
- Manage group pace measurement and set sales production goals.
- Manage sales activity & travel schedule.
- Generate new business, close deals, and increase revenue by cold calling, on-site visits and sales tours, and community networking
- Represent hotel at industry tradeshow & conferences.
- Organize and/or attend scheduled Sales Department and related meetings.
- Responds to inquiries in a timely manner.

## JOB QUALIFICATIONS:

- Bachelor's degree for four-year college or university and/or minimum 7 years' experience as a sales leader, with prior hotel sales experience
- Knowledge of travel industry, current market trends and economic factors. Extensive skill in development and delivery of sales presentations.
- Well rounded knowledge of all market segments and channel sources, as well as ability to develop a strategic plan for each.
- Strong interpersonal skills and ability to work in a team environment.
- Ability to direct, lead, train, motivate & drive a direct sales team; and develop a cooperative & competitive team spirit & winning attitude.
- Must be proficient in MS Office including Word, Excel, and Power Point.
- Must be able to multitask and prioritize departmental functions to meet deadlines

## PHYSICAL REQUIREMENTS

- Sitting, standing, walking, reaching above the shoulder, bending, pushing, pulling and carrying.
- Climbing occasionally on stairs or step ladders.
- Lift up to 25#

