

HOLIDAY INN & SUITES- Waco NW

Job Description

Job Title: Sales Manager
Department: SALES
Reports To: GENERAL MANAGER
FLSA Status:
Prepared By: Hotel Management
Prepared Date: October 1st 2012

SUMMARY of POSITION

The Sales Manager position responsibilities include: contacting potential customers to develop & generate business for the hotel, responding to all leads for business in a timely manner, coordinating catering activities for group bookings, and the organization of sales activities to maximize results. This position assists General Manager to develop, implement, promote and follow through on actions and activities to increase the hotel's business revenues. This position is a "Results Oriented" position. This individual must have the ability to easily and willingly adapt to changes of policy, procedures, or work environment. A primary duty is to adhere to established reporting guidelines consistently, completing all projects assigned in an accurate and thorough manner.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops and Initiates all actions necessary and appropriate to achieve established sales department revenue goals and overall business revenue goals for the hotel,
- Maintains highest level of professionalism in activities and appearance at all times,
- Serves as a Leader in the Hotel's "Guest Service" culture through personal actions, identifying areas for improvement, and participation in all aspects of providing our hotel's guests with Superior Guest Service,
- Demonstrates working knowledge of the IHG / Holiday Inn Sales Department operational standards,
- Actively and consistently prospects and develops new sources of business for hotel through telephone marketing and outside personal sales calls, successfully converting potential business opportunities to confirmed bookings,
- Ability to plan personal work schedule, prioritizing work tasks and responsibilities,
- Responds to contacts for hotel information in a business-like and timely manner,
- Responds in timely manner to ALL leads/RFPs from IHG Sales, ACVB, GICC, Hotel-Planner, Meeting brokers, CVENT and other sources of potential business opportunities for our hotel,
- Participates in sales meetings, IHG sales training sessions, sales blitzes, and brainstorming opportunities to increase sales results for hotel's business,
- Utilizes Sales Office systems consistently to maintain accurate, up to date information for all business contacts,
- Prepares and distributes internal/external correspondence, contracts, BEO's, group resumes, rooming lists, event schedules, and other documents in an accurate and timely manner,
- Responsible for ensuring group rooming lists are received by cut-off date and properly entered in hotel's RESERVATION AND PMS, with copy inserted in Front Desk Group Resume Book,
- Responsible for securing completed direct bill applications, distribution of group credit information, and accurate adherence to group billing procedures,
- Trace Group Leaders and VIP guests for arrival, room assignments, and amenities,
- Maintains trace dates for contact follow-up and all actions necessary for group bookings
- Distributes information to all Departments regarding needs and requirements of groups, meetings and events taking place in our hotel,
- Completes weekly Sales Department Productivity Report,
- Monitors business trends and directs adjustments to Revenue Maximization Strategies,
- Assists GM in preparation and timely submission of weekly STAR Report review,

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- Assists GM in development of Hotel's Marketing Plan, Budget, and RFP submissions as needed,
- Maintains organization of office for filing of document and MS Outlook,
- Maintenance of computer data for Sales Department including updating and troubleshooting,
- Maintains work area in a clean and neat appearance at all times,
- Participates in hotel's Manager on Duty program (once trained on responsibilities),
- Any other duties directed by the General Manager, and/or Corporate Management.

SUPERVISORY RESPONSIBILITIES

As directed & assigned by GM & Director of operations generally related the job description but not limited & may consist also the other hotel functional activities.

QUALIFICATIONS and/or EXPERIENCE

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable persons with disabilities to perform the essential functions of this position.

EDUCATION and/or EXPERIENCE

- College Associate at minimum required. (University degree in related field preferred.)
- Prefer minimum two years' experience in a Hotel Sales position, preferably Holiday Inn brand ;
- Prior experience in utilization and functionality of IHG operating systems (Opera & Holidex);
- Prior experience in sales closing techniques are a plus;
- Excellent interpersonal and organizational skills with a high degree of persuasiveness;
- Excellent telephone skills;
- Ability to handle multiple tasks with strict deadlines in a fast paced, dynamic work environment;
- Must type at least 30 wpm and have high proficiency in MSWord, MS Excel, & MS Outlook; ease at dealing with Social media and computing skills is must.
- Must possess strong organizational skills, accuracy in document preparation, and detail oriented;

LANGUAGE SKILLS

Excellent interpersonal skills a must;
Ability to communicate effectively with guests, clients, and co-workers in a professional manner;
Bi-lingual skills are a plus.

MATHMATICAL SKILLS

Must be able to perform basic math functions, calculate revenue forecasts and analyze large amounts of numerical data.

ACKNOWLEDGEMENT:

I have received a copy of this Job Description and I acknowledge my responsibility to review and understand its contents.

Signature

Date

2 – Associate's initials: _____

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Hotel Sales Manager: Job Description, Requirements and Career Overview

Lodging businesses hire sales managers to generate revenue by attracting customers from around the world to be guests at their establishment. Meeting with clients and arranging business deals are some of the primary job duties of hotel sales managers. Leadership skills, a proven sales record and presentation experience help hotel sales managers to succeed in this stressful career.



Education Information for Hotel Sales Managers

According to the U.S. Bureau of Labor Statistics, education for this career varies, but employers generally look for applicants with a bachelor's degree or master's degree in a business related major (www.bls.gov). Business and math courses like economics, accounting, statistics, sales and finances are recommended for a career as a hotel sales manager. Acquiring a specialization or minor in hospitality management is also suggested. Work experience is crucial to succeeding in this occupation, so acquiring an internship is highly desirable.

Job Description and Career Overview of Hotel Sales Managers

Hotel sales managers are responsible for bringing in guests and making the hotel money. They may work with senior sales managers or owners to plan sales promotions, set sales goals and train staff. These professionals not only seek out business with individual guests but also typically meet with large groups, such as churches, traveling executives and family reunions to stay with their hotel. Agreements with large groups allows for successful repeat business, which generates sales for the entire company.

A hotel sales manager also sells prospective and current guests on the hotel's services, such as dining options, swimming pools and exercise rooms, as well as to notify them of room upgrades. Possessing complete knowledge of all of the services the hotel offers is important for making a successful sale.

Many hotel sales managers start in hotel support positions then receive promotions after having been with the company for some time. Hotel sale managers have the option of venturing into public relations, marketing or convention sales within the hotel industry. Upscale and luxury hotels typically require a college degree and extensive experience in hospitality.

Job Requirements of Hotel Sales Managers

Working irregular and long hours on both weekends and evenings are commonly required of hotel sales managers. Sometimes, they have to work longer than the traditional 40-hour week. Travel locally, regionally and nationally to meet with prospective guests and other sales managers to discuss business is often necessary. Transfers from one office to another are also common in this career, so hotel sales managers should be comfortable with relocating if needed. Employers look for hotel sales managers that are flexible, decisive, motivated, reliable and creative. Due to the potential pressure to generate sales, hotel sales managers should be able to handle and manage stress appropriately. Creating and maintaining mutually beneficial relationships with customers can clinch sales and lead to repeat business.

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