

POSITION DESCRIPTION

POSITION TITLE: Sales Coordinator
REPORTS TO: Director of Sales & Marketing
SUPERVISES: n/a
UPDATED: February 2013

OVERVIEW

The Sales Coordinator is responsible for providing active sales support to the Sales and Conference Services Team with varied office tasks in order to help meet and exceed budgeted revenue goals. This position will enable sales managers to proactively develop new business and maintain valuable client relationships through administrative support, account research, client correspondence and will assist with daily, weekly and monthly reporting, tradeshow preparation, site inspection, FAM preparation and other duties as assigned.

KEY RESPONSIBILITIES

- Maintain accurate profiles and databases of all accounts, with current and potential production levels by continuously running reports, following up on outdated information and inputting decision information from clients based on input and direction from Sales Manager or Director of Sales & Marketing
- Assist Sales Managers in coordinating daily incoming and outgoing information including bookings, mail, faxes, phone calls or messages, routing as appropriate.
- Daily maintenance of tour and/or group blocks including adjustments for space requests and releases
- Enter data, leads, and updates into software applications as required including Delphi, etc.
- In the absence of sales manager, continuously check and address all incoming email to create a flawless work flow to our clients
- Expand customer database through bids/phone estimates, information on customer checks, business cards and other leads
- Respond to requests for bids, create and submit written bids using prescribed software and formats
- Research and coordinate availability and pricing for accommodation, meeting and function space
- Execute appropriate follow up to sales leads, tracing and updating all bookings as required
- Assist in the organization, coordination and execution of specific functions and promotions handled by the sales team
- Develop new and retains existing customer base through a combination of effective inside and outside selling techniques
- Provide support and coordination office events, i.e. familiarization tours, client events, sales calls, etc.
- Assist with customer contact on a regular basis (thank you letters, sites, promotional gifts, etc.)
- Handle select projects as required by pre-determined priority by Sales Manager or Director of Sales & Marketing
- Prepare and disseminate all monthly, quarterly and annual reports and attend all sales meetings

- Present professional image through effective written and verbal communication skills
- In-depth knowledge of hotel product and service offerings
- Research and resolve customer inquiries
- Communicate to customers via email, telephone and fax as required
- Provides exceptional customer-focused skills. Must be able to build and maintain credibility and relationships with customers (internal and external)
- In the absence of the sales managers, serve as a resource or contact for external and internal clients and provide effective problem solving and solutions based selling for ongoing customer satisfaction and revenue growth
- Assist managers to prospect and penetrate new accounts for acquisition through a variety of channels and for assigned market. Convert new accounts into loyal accounts
- Develop and maintain prioritized prospecting of new accounts for sales managers and within assigned market using market information, resources and networking opportunities, focusing on short-term business as well as long-term growth
- Research and qualify existing and prospective accounts for sales follow-up as needed
- Assist in market research, identify and communicate trends major shifts and business focus of the major market segments
- Conduct site inspections, participate in familiarization tours and/or tourism events as required
- Report generation as needed
- Participate in phone coverage as well as when associates are out of the office
- Be an integral part of the sales process. Be knowledgeable of all programs and work with sales manager to ensure a close
- Responsible for office administrative duties including organizing site visits, processing purchase orders, ordering supplies, etc
- All other duties as assigned

SKILLS AND EXPERIENCE

The individual must possess the following knowledge, skills and abilities:

- Must possess exceptional customer-focused skills
- Must be able to build and maintain credibility and relationships with customers (internal and external)
- Excellent written and verbal communication skills required
- Strong organizational and planning skills
- Excellent attention to detail
- Proven ability in time management and handle multiple priorities; must be able to plan and execute effectively and efficiently and meet deadlines in a demanding environment
- Demonstrate ability to work independently or in a team oriented environment
- Possess a strong sense of urgency, pro-activeness and a high drive for results
- Strong knowledge of Delphi and web-based software usage and navigation
- Proficiency in Microsoft Word, Excel, and Powerpoint required
- Self motivated, high initiative, self-starter, reliable and strives to continually over achieve sales goals and targets
- Sets a positive example and fulfills responsibilities with the highest integrity, ethics and professionalism
- Minimum typing 50 words per minute

GENERAL REQUIREMENTS:

- Formal University/college education is an asset with preference given to those with a hotel management degree