

POSITION DESCRIPTION

POSITION TITLE: Sales Manager
REPORTS TO: Director, Group Market
SUPERVISES: Sales Coordinator
UPDATED: December 2015

OVERVIEW

Solicit group business that enables the hotel to meet and/or exceed revenue goals in rooms and food and beverage. The Sales Manager solicits new and existing group business through telephone solicitation, outside sales calls, site inspections and written communication. Sell on behalf of The Westin Resort & Spa Whistler to penetrate within the assigned market segments; develop segment expertise; work closely with other properties and regional sellers to maximize market revenue potential and increase market share.

The position requires total account management to achieve strategic budgeted sales targets with an emphasis on group travel (10 rooms or more). The ideal candidate will be working directly with key accounts to develop business volumes for the hotel, aggressively solicit new accounts, possess excellent communication skills and be self motivated.

POSITION OVERVIEW:

- An understanding of both monthly forecasting and the annual budget process.
- Optimize guest room revenue, food & beverage revenue and meeting room rental charges.
- Consistently participate in the re-booking of repeat business by having a track record of building long term client relationships.
- Find and uncover new group business for the hotel and convert them to loyal customers.
- Thorough knowledge of sales techniques including strong closing skills as well as negotiating skills.
- Comfortable with hotel site inspections and client presentations.
- Experience providing Audio/Visual equipment and operating Audio/Visual as a profit center.
- Excellent knowledge of computers, specifically ISAC, Word and Excel.
- Comply with attendance rules and be available to work on a regular basis as established from time to time, is essential to the successful performance of this position. Due to the cyclical nature of the hospitality industry, employees may be required to work varying schedules to reflect the business needs of the hotel. In addition, attendance at all scheduled training sessions and meetings is required.
- Professionally represent the hotel in community and industry organizations and events.
- Participate as team player with all departments.
- Assist with reports and/or competition data collection.
- Perform any other job related duties as assigned.

KEY RESPONSIBILITIES

- Develop, execute and update action plans against existing and new target accounts to achieve and exceed sales quotas within the assigned market segment with an emphasis on securing group bookings from corporate accounts, incentive companies and meeting planners.
- Prospect and penetrate new accounts for acquisition through a variety of channels. Convert new accounts into loyal accounts.
- Develop and maintain prioritized prospecting of new accounts within assigned market using market information, resources and networking opportunities, focusing on short-term business as well as long-term growth.
- Attend trade shows, conferences and industry meetings.
- Plan and execute sales trips, sales calls, site visits and client entertainment.
- Develop strong internal/external customer relationships.
- Works closely with the conference services department to ensure maximization of available meeting space for group events (with rooms).
- Ensures compliance to all hotel policies, standards and procedures.
- Effectively communicate the value of the brand and specific hotel attributes through presentations, site inspections, participation in tradeshow, client entertainment and all potential client interactions.
- Utilize effective Customer Relationship Management techniques ie. ISAC and other initiatives to build and maintain relationships with active and potential clientele.
- Analyze and maintain knowledge of customers, market trends and competition.
- Participate in regular business reviews and sales meetings.
- Provide progress reports to DOSM/DORM/DGM.
- Monitor, collect and analyze data and communicate all information to team.
- Maintain positive communication with all departments in the hotel, especially with regards to rate integrity and participates in regular sales meetings.
- Maintain accurate Sales records including detailed action plans/reports, as required.
- Development and motivation of support staff, consistent with hotel needs through implementation of approved personnel programs and execution of succession planning.
- Supervise support staff in the planning, administration and execution of select client events and other sales and marketing promotions.
- Knowledge of meeting room capacities, banquet set-up, audio-visual and any other pertinent details as they relate to meeting room set-up.
- Undertake other ad hoc related responsibilities, as required.

SKILLS AND EXPERIENCE

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

- Must possess exceptional customer-focused skills and be able to build and maintain credibility and relationships with customers (internal and external).
- Possess strong sales, negotiation and closing skills.
- Have a sound understanding of effective sales strategies for respective market segment, knowledge of the core competition and hotel standards.
- Proven prospecting, new business development and strategic account management abilities.
- Excellent written and verbal communication skills. Display the ability to maintain and strengthen relationships with external and internal clients in line with Westin brand expectations through appearance, manners, language and interactions.
- Strong organization and follow-through skills along with exceptional attention to detail. Ability to plan, set and achieve goals on a continual basis, demonstrating superior organizational and time management skills.
- High level of creativity, personal commitment to achieving sales targets.
- 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.
- Word, Excel, Outlook and PowerPoint, ISAC.

- Minimum 3 years previous work experience in a similar sales capacity.
- Previous experience within a world-class hotel brand is an asset.
- Ability to travel for trade shows, sales calls, and conferences.
- A valid passport will be required (with no restrictions).

GENERAL REQUIREMENTS:

- Bachelors degree and/or Hotel Management degree or equivalent is preferred
- Must be able to sit at a desk for up to 8 hours per day
- Must have experience at a similar size and quality hotel.
- Must possess computer skills, including, but not limited to, use of Microsoft Word, Excel, and ISAC.
- Knowledge of sales skills, revenue management, training, and motivation of peers.
- Knowledge of hotel features, benefits, and competing hotels within the market.
- Ability to execute appropriate action plans.
- Knowledge of hotel operations, including marketing plans, security and safety programs, personnel and labor relations, preparation of business plans, repairs, maintenance, budget forecasting, quality assurance programs, hospitality law, and long-range planning.
- Ability to work effectively under time constraints and deadlines.
- Command of the English language both written and verbal.
- This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform from time to time.
- This position may be home based or hotel based in Whistler.