

**POSITION DESCRIPTION**

**POSITION TITLE:** Sales Manager (home based in Vancouver)  
**REPORTS TO:** Director of Sales & Marketing  
**SUPERVISES:** Sales Coordinator  
**UPDATED:** December 2014

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**OVERVIEW**

Sell on behalf of The Westin Resort & Spa Whistler to penetrate within the assigned market segments. Develop segment expertise and sell accordingly. 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 accounts to develop business volumes for the hotel, aggressively solicit and uncover new business, possess excellent communication skills and be self motivated.

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**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 group bookings from corporate accounts 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, outside 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
- 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
- Undertake other ad hoc related responsibilities, 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

#### **SKILLS AND EXPERIENCE**

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

- 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. 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, 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 with at least 1 year hotel sales
- 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