



Position: Senior Sales Manager

Updated: May 2021

Reports to: Director of Sales

Job Type: Full-Time

Work Location: One location (opening Spring 2022)

Southall is seeking a dynamic Senior Sales Manager to join our opening team! The Senior Sales Manager will be responsible for the Group and Incentive markets for Southall.

Southall is a premier destination bringing nature, produce and people together in a powerful and unique way.

Responsibilities

- Implements all sales action plans related to the respective market (by segment and geographical locations) as outlined in the Marketing plan.
- Actively participates in achieving the departmental goals, which contribute to the Marketing budget.
- To solicit corporate and incentive group business, food & beverage business, banquet business and all hotel business from sales activities.
- To write strategic sales action plans for the corporate / incentive
- Closely monitors accounts revenue and business production for corporate / incentive segments
- Maximizes up-selling opportunities whenever possible.
- Attends related work functions and promotional events (i.e. trade shows) and promotes sales (rooms, catering, and other facilities and services) for the hotel.
- Plans sales trips, under the direct approval of Director of Sales or Director of Marketing to major market areas, calling on accounts within the specific market areas. The Senior Sales Manager reports to the Director of Sales on potential markets, which need coverage.
- Reviews direct competition and conducts regular research.
- Complete weekly sales calls report.
- To maintain an up-to-date record of all account corporate profiles.
- To project a professional image when representing The Resort
- Host corporate familiarization groups, hotel tours, attend trade shows or sales trips, webinars and assist colleagues whenever deemed necessary.
- Maintains a high level of exposure for the hotel in major market areas through direct sales, telephone, fax and written communications.

- Meet / exceed sales target set by the Director of Sales.
- Develop new accounts by mapping specific business and buying tendencies.
- Move throughout property to conduct site inspections.
- Maximize revenue by cross selling all Resort outlets and experiences, both orally and in written form to previous, current and potential clients.
- Handle account details so that all pertinent aspects of solicitation and closing are complete and documented. Coordinate various departments' participation in servicing accounts.
- Travel locally and to key markets to conduct outside calls, promote the hotel and review competition reader boards to develop leads.
- Prepare information for, meet with and entertain clients as deemed appropriate by potential business from that account.
- Represent resort at trade shows. Set up exhibits involving bending, stooping, lifting and reading overhead.
- Works to develop, build and maintain long-term, value-based customer relationships in order to achieve personal and team related revenue goals.
- Provides service to our customers in order to grow the accounts.
- Handle any duties as designated by the Director of Sales.
- Approximately 1 week of travel per month

Skills and Experience

- 3 – 5 years Sales Manager experience in a luxury hotel or resort environment preferred
- Hotel/Resort opening experience preferred
- Ability to effectively communicate with customers in a friendly and positive manner, in order to solicit business, meet client needs and resolve complaints.
- Ability to move throughout the hotel to conduct site inspections.
- Ability to listen, speak and write English to ascertain and respond to client needs.

Education & Requirements

- Bachelor's degree (B.A) preferred, or four years related experience and/or training; or equivalent combination of education and experience.
- Lifting up to 20 pounds with frequent lifting and or carrying of objects weighing up to 10 pounds. Requires walking and or standing to a significant degree.