

**Country Home Investments, Inc.**  
**Best Western Premier Crown Chase Inn & Suites, Denton, TX**

**Job Title:** Sales Coordinator  
**Department:** Sales  
**Immediate Supervisor:** Director of Sales  
**Other Supervisors:** Owners / Operations Director / General Manager / Vice Presidents

**Sales**

- Acts as a liaison between the hotel and the client by negotiating and generating contracts and being the contact for any leisure activity, including but not limited to SMERF, association, sports tournaments, and/or other group functions
- Actively engages in sales and promotion of the facility, to include but not limited to making cold calls, scheduling and making sales appointments, distributing promotional collateral, making property sales presentations and joining and participating in local organizations and events;
- Plans new promotions and initiatives and contributes to business development;
- Keeps abreast of trends and developments in the industry, such as menus, consumer tastes, management issues and competitor offerings, implementing changes as needed to maintain and/or increase share and subsequent revenues;
- Develops and maintains a list of service providers for use by clients, i.e. disc jockeys, limousine companies, photographers, florists, etc.
- Assists in marketing and sales efforts;
- Responsible for setting up group contracts and room blocks
- Responsible for social media postings
- Maintains an appropriate level of community and public affairs involvement;
- Any other sales related activity as directed

**Banquet**

- Sells and Services all groups, which includes creating Contracts, Banquet Event Orders (BEO's), submitting Group Resumes, and working with all Banquets and coordinating group logistics when on property.
- Oversees the management of facilities, to include checking and communicating event bookings and allocation of resources/staff, assuring that the guests are satisfied with all arrangements;
- Plans menus in consultation with Food and Beverage Manager and kitchen staff;
- Assists in testing cooked food by taste and smell in order to ensure palatability and flavor conformity;
- Assists in estimating food, liquor, wine and other beverage consumption in order to anticipate amounts to be purchased for banquets and events;
- Performs some food preparation and service tasks such as cooking, clearing tables,

serving, taking orders, delivering room service, and cleaning;

- Budgets and establishes financial targets and forecasts for banquets, meeting space and events;
- Monitors the quality and presentation of the products and services provided;
- Acts as a liaison with suppliers, vendors and clients;
- Negotiates booking, meeting space and banquet contracts with customers, properly preparing and posting Banquet Event Orders (BEOs) for all events;
- Helps monitor employee and patron activities in order to ensure liquor regulations are obeyed;
- Promptly reports all disputes or work-related concerns among F&B personnel;
- Assists in monitoring the communications, morale and motivation of all F&B personnel;
- Creates and maintains a “guest first” priority throughout the facility - maintaining a high visibility throughout assigned events, networking often with both personnel and guests;
- Contact all events 7 days out.
- Any other banquet related activity as directed

### **Management**

- Maintains financial and administrative records;
- Lead and conduct tours of hotel when needed
- Implements, communicates and enforces to personnel all standards and expectations of the Company and the franchising agency;
- Practices, implements and enforces employee safe-work practices;
- Assists in ensuring and monitoring daily hygiene and work practices in both service and production throughout the hotel;
- Resolves guest complaints to the satisfaction of the customer;
- Maintains a thorough working knowledge of the property management computer system.
- Strives to be innovative in new programs designed to eliminate waste and increase productivity;
- Documents all on-property accidents and/or incidents, whether involving employees or guests;
- Assures the proper storage of meeting space supplies and materials;
- Ensures the safety and security of guests and employees;
- Promotes and supports the facility and Company policy and procedures;
- Performs any other duty required by the property owner, general manager or operations director;
- Strives to maintain a professional, business appearance and attitude.
- Identifies and encourages the proper tracking of various market segments;
- Works any front desk shift as needed;
- Interacts with customers whenever involved with “front of the house” work;
- Treats all employees and guests with dignity and respect;
- Any other management related activity as directed

### **Communication**

- Communicates and coordinates with maintenance any repair or capital replacement work needed in any F&B, meeting space or banquet area;
- Communicates and reports to direct supervisor any incidents or issues warranting their attention and/or involvement;
- Responsible for communicating with direct supervisor, general manager and VP of sales any absence from work, e.g. doctor's appointment
- Submits weekly sales reports to Director of Sales, Vice President of Sales, GM and Executive Staff
- Track sales related activity in the online company tracking system

### **Corporate Office/Ownership**

- Attends and participates in training functions, workshops, conventions and Company meetings as required by the franchising agency, the Company and/or the property owners;
- Assure compliance with all standards set forth by the franchising agency;
- Attends and participates in activities at any HHG property as needed
- Performs any other duty required by the property owner, general manager or operations director;

### **OTHER**

- Potential working days could include weekdays and/or weekends.
- Working hours will vary
- Attire must be professional at all times, see **Uniform Policy and Agreement** for more details.
- Other Duties as assigned

### **RELATIONSHIPS**

- Internal:**
- Maintenance: to relay needs for service and direct daily tasks.
  - Front Desk: to communicate meeting and event details, thus maintaining service standards and maximizing revenues.
  - Housekeeping: to maintain service standards and direct daily tasks.
  - Accounting: to oversee the proper collection of funds and to strengthen relationships with various business patrons.
  - Sales Director: to assist in marketing efforts and to coordinate individual, group, banquet and/or meeting room bookings.
  - Food and Beverage Manager: to communicate, schedule and coordinate / plan details of food and beverage needs for any group, meeting and/or banquet.
  - Operations Director / Owners / GM / VP, Sales: to understand financial needs and abilities; to receive direction and communicate shared goals and ideas.
  - VP, E-Commerce and Public Relations: to share promotional ideas and assist in the development of collateral sales material, both printed and electronic; to coordinate speaking engagements and/or presentations to organizations and

prospective business clients.

**External:** Hotel Guests: to provide service, develop an understanding of guest needs and to resolve complaints.  
Local Businesses/Community: to develop and strengthen business relationships and the sales and promotion of the property; to publicly represent the Company and owners.

### **QUALIFICATIONS**

**Education / Experience:** High school diploma or GED;  
Previous sales and events management experience; prior hotel/motel employment preferred.  
Speak / write / read English clearly;  
Basic reading, writing and math skills.

**Skills:** Sales and Marketing Skills  
Organizational skills  
Leadership skills  
Interpersonal skills  
Telephone skills  
Typing / Computer Aptitude  
Accounting / Cash Handling

### **PHYSICAL / COGNITIVE ACTIVITIES**

The major responsibility in this position is to lead, direct and oversee all operations, sales and coordination of banquets, meetings and events on a daily basis. The goal is to satisfy the guest, providing a variety of services to help make his/her experiences both comfortable and memorable.

A vast majority of the workday is spent interacting with others, including guests and personnel. This requires speaking, listening and standing. A typical workday includes directing personnel to perform various tasks as well as visiting with guests about their travels, upcoming events and/or banquet and meeting experiences, both favorable and unpleasant. Therefore, this position utilizes problem solving and reasoning abilities on a daily basis.

This position involves several varying responsibilities and often requires an ability to perform multiple tasks simultaneously. Memory, organizational, impartial reasoning and prioritizing skills are essential and used daily.

Also utilized daily are the abilities to delegate responsibilities and to determine when delegation is warranted. However, equally important are follow-through skills. All delegated tasks remain the responsibility of this position, requiring thorough follow-up of each assigned duty.

Reading and writing abilities are utilized generously in the documenting of daily activities. Business letters are often necessary, along with the completion of various form documents. Computer usage is daily, to include but is not limited to, word processing, power point presentation creation, electronic imaging, electronic mailing and spreadsheet creation and reviews.

Mathematical abilities, including basic math, are utilized in the development of budgets and goals as well as for handling deposit monies and other payments, estimating and calculating rental fees and food and beverage expenses for clients, guest accounting, purchasing, forecasting sales and figuring current revenues, understanding hotel occupancies, average daily rates and revenues per available rooms.

Much time is spent moving about the property in servicing guest needs and directing personnel. Additionally, inspections of guest rooms and public areas are a primary responsibility of this position, which can involve unlocking, opening, bending, stooping, pushing, pulling, lifting and climbing stairs.

**The preceding job description outlines the primary duties, responsibilities and requirements of the Sales / Events Coordinator position. The full scope of the position includes, but is not limited to, each of the described job tasks and expectations.**

---

Employee Signature

---

Date