

C&S Hospitality
Clarion Pointe – Sulphur Springs

Job Title: Director of Sales
Department: Sales
Immediate Supervisor: VP of Sales; General Manager
Other Supervisors: Owners; Operations Director; Vice Presidents

OBJECTIVE

Identifies, develops, and maintains property sales and marketing objectives, plans, and programs in accordance with the hotel's mission statement. Oversees the Sales Managers and support staff as appropriate.

PRIMARY RESPONSIBILITIES

Sales

- Develops strategy for and initiates potential business account interest, prospects, solicits and negotiates contracts for hotel business for all market segments, including but not limited to corporate, SMERF, group, government, etc.
- 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;
- Acts as a liaison with suppliers, vendors and clients;
- Ensures the prompt and systematic servicing of all business accounts (i.e., tracing, booking, contracting, communicating with hotel departments, and following up with group for feedback and future bookings).
- Maintains a high level of community and public affairs involvement;
- Assists in the creation of the Marketing and Sales plans.
- Completes account qualifiers/business cases in order to solicit new business
- Responds to all RFP's in a timely manner
- Reviews and analyzes the Hotelligence report as a prospecting tool
- Reviews and evaluates locally negotiated rates yearly
- Responsible for engaging and maintaining relationships with clients
- Any other sales related activity as directed

Banquet

- Sells and Services own 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;
- Assists in estimating food, liquor, wine and other beverage consumption in order to anticipate amounts to be purchased for banquets and events;
- Helps monitor employee and patron activities in order to ensure liquor regulations are obeyed;
- Creates and maintains a "guest first" priority throughout the facility - maintaining a high visibility throughout assigned events, networking often with both personnel and guests;
- Performs some food preparation and service tasks as necessary
- Monitors the quality and presentation of the products and services provided;
- Negotiates booking, meeting space and banquet contracts with customers, properly preparing and posting Banquet Event Orders (BEOs) for all events;
- Assures the proper storage of meeting space supplies and materials;
- Any other banquet related activity as directed

Leadership

- Organizes, leads and motivates the sales department of the hotel;
- Budgets and establishes financial targets and forecasts for hotel occupancy and banquet revenue;
- Maintains efficient sales office procedures for productive use of staff time and ensures the maintenance of accurate and updated account files and follow-up procedure.
- Maintains all sales systems, such as sales records and reports, conference calendar, traces of history and potentials, logs of groups not previously accommodated and mailing lists.
- Monitors and directs sales leads to outside sales managers, provides motivation, support, encouragement, and direction to all members of the sales department.
- Makes face-to- face sales calls.

Management

- Monitors the quality and presentation of the products and services provided;
- 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;
- Properly documents/reports any deficiencies uncovered during regular department inspections, then ensures the prompt correction such deficiencies;
- Resolves guest complaints to the satisfaction of the customer;

- Strives to be innovative in new programs designed to eliminate waste and increase productivity;
- Documents on-property accidents and/or incidents, whether involving employees or guests;
- Strives to maintain a professional, business appearance and attitude.
- Trains and maintains a thorough working knowledge of the property's property management computer system;
- Identifies and encourages the proper tracking of various market segments;
- 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 with and trains all pertinent personnel regarding updates in the computer system and/or programs of the franchising agency, the Company or the property owners;
- Communicates and coordinates with maintenance any repair or capital replacement work needed
- Communicates and reports to the property owner and/or operations director any incidents or issues warranting their attention and/or involvement;
- 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

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

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
- Other Duties as assigned

RELATIONSHIPS

- Internal:**
- Maintenance: to relay needs for service and direct daily tasks.
 - Front Desk: to communicate meeting and event details, as well as in-house groups, corporate VIPs, or any other sales related needs, 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.

 - Operations Director / Owners / GM: to understand financial needs and abilities; to receive direction and communicate shared goals and ideas.

 - Vice Presidents: 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. Collaborate on sales strategies.
- 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.
 - Speak / write / read English clearly;
 - Basic reading, writing and math skills.
 - Proficient in Microsoft Office
- 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 the sales department of the hotel, as well as seek out and maintain relationships between the hotel and its guests and patrons. 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 Director position. The full scope of the position includes, but is not limited to, each of the described job tasks and expectations.