



Hotel Cerro Job Description

Position Title: Sales Manager

Lines of communication: **Reporting to: General Manager**

Overall Sales at Hotel Cerro

Liaising with: Marketing Manager, Rooms Division Manager, Events Coordinator, Chef and Food & Beverage Manager

Responsible for: Group Room Sales, Food & Beverage Meetings and Events as well as ancillary sales.

Position Summary:

The Sales Manager is responsible for successfully booking profitable business within the assigned segments to annually achieve sales segmented revenue goals. This position will establish and maintain excellent working relationships with current clients and future business prospects.

Duties and Responsibilities:

All duties and responsibilities of this position are to be performed with exceptional caring and genuine guest service upholding the Hotel Cerro standards and culture at all times.

Sales

- Maintain an active prospecting effort and pipeline by following up on all leads to book strong and profitable business for the hotel.
- Evaluate new and repeat business opportunities maintaining close contact with prospects and clients to determine their needs and expectations.
- Annually achieve sales segmented revenue goals.
- Actively participate in industry related and community organizations.
- Develop relationships and make contact with client base.
- Establish strong rapport with clients maintaining communication prior to hotel stay.
- Entertain and network with clients on site at hotel receptions and at off-site locations.

- Maintain integrity, confidentiality, and sensitivity when working with both internal and external clients & guests.

Administration

- Generate and analyze data and reports by maintaining sales database, completing weekly, monthly and quarterly sales reports, individual contact reports and traces.
- Develop and implement weekly and quarterly sales action plans. Work with the Rooms Division Manger to ensure that the property booking engine is updated displaying current and accurate information.

Other

- Communicate effectively with all hotel employees to ensure smooth delivery of services.
- Assist GM with appropriate reports and special projects and other hotel related duties as assigned.

Prerequisites:

- Proof of eligibility to work in the United States
- Valid driver license and proof of insurance
- Reliable transportation to and from work
- Ability to work a flexible schedule including evening, weekends and holidays
- Regular and reliable attendance

Physical Requirements:

- Must be able to perform simple grasping, fine manipulation, and repetitive hand and arm movements frequently
- Must be able to bend, squat, crawl, kneel, push, pull, and walk on uneven surfaces on an occasional basis
- While primarily an indoor job, must be able to walk outside in a variety of weather conditions (rain, wind, snow, heat)
- Must be able to climb stairs both inside and outside and frequently lift 20 lbs. and occasionally up to 50 lbs.

Education

- High School Diploma or GED Required
- 4 Year Degree preferred

Experience

- Experience with Microsoft Office products
- 2 Years Sales Experience preferred
- Hospitality Experience preferred