

JOB DESCRIPTION

Sales Manager

Scope and main purpose:

The Sales Manager has responsibility for business development within the local market place, along with developing further opportunities for Corporate, Conference and Leisure segments. The role will involve account planning, proactive field and telesales sales, relationship building and local marketing. Major Key responsibilities are; to drive local sales - corporate accommodation and meeting room business.

Key Objectives:

- To focus on new business development in the LNR/KNR and Conference segments.
- The on-target generation of new business and accounts from the conference and corporate market locally
- To work with the hotel sales team in their local sales and marketing activities to achieve the Revenue Plan

Main Duties:

- Locally (LNR) & nationally negotiated (KNR) account profiling, preparation of strategic sales plans per account and development of the accounts
- New business development Leisure, LNR and Conference
- OTA Evenings – identifying OTA travellers on arrival and converting them into direct bookers
- Regular competitor analyses, Market research
- Local marketing and hotel Social Media pages
- Hotels 12 month rolling Sales Action Plan
- Field and tele' research to the LNR/KNR, and conference market segments
- Field sales to conference and selected hotel booking agents.
- Marketing activities to assist with the generation of leads for both conference and rooms business
- Manage all sales activity and account information using the hotel database as per the set standards
- Work with Wyndham Resorts and Hotels in line with Brand standards
- Instrumental in budget process and planning

Performance Measurement:

- Generation of meeting room revenue as per the hotel budget
- Generation of new business accounts and revenue for the hotel
- Account management of existing business
- Achievement of Quarterly Objectives
- Achievement of sales activity targets (Key Performance Indicators)

