

## **JOB DESCRIPTION**

### **Group Sales Manager**

The Cliffs Resort

#### **Job Overview:**

The Group Sales Manager successfully manages the group sales effort in their designated markets, including developing new accounts, maintaining existing accounts, implementation of sales strategies so as to achieve all goals and maximize profits for the hotel while maintaining customer satisfaction.

#### **Reports to:**

Director of Sales and Marketing

#### **Responsibilities include:**

Meets with and maintains rapport with individuals and contacts in order to produce groups business, to include Room Sales, F & B Sales and Catering/Banquet Sales

Maintains liaison with other department managers to facilitate services agreed upon by the sales office and prospective clients

Assist with answering phones in Sales Department and qualify/distribute leads appropriately

Respond to all emails and voice-mails

Follow-up on RFP's

Yield potential group business with Director of Sales or Associate Director of Sales for rates and availability

Generates and closes all client files; generates and distributes client "Thank you" letter and group conference critique

Utilizes old group files and GRC to locate previous groups with potential re-booking opportunity

Creates proposals and contracts for group business

Initiates scheduling and conducts pre-conference meetings for all group clients

Conducts site tours for scheduled and non-scheduled prospects

Meets and greets all group contacts upon arrival

Prepares and gets approval on amenity request for all VIP clients

Utilizes ACT! to log and track all proposed, tentative and closed group business as well as client correspondence and future follow-up

Attends appropriate meetings and events and maintains good rapport with area VCB's, Chambers of Commerce and other appropriate professional industry-related organizations

Attends trade shows in an attempt to generate new group business contacts and follows-up with contacts and leads that are generated

Ensures sales activities meet or exceed individual, team, revenue and other applicable goals outlined by Director of Sales and Marketing

Assists with development and implementation of sales and marketing strategies which apply to designated market segment

Maintains schedule for new-business solicitation calls, which are currently a minimum of three times per week, 1-hour each

Attend Sales and Catering Department meetings

Prepares weekly, monthly and quarterly reports

Maintains flexible availability to include evenings and weekends when necessary