

## **NATIONAL SALES MANAGER**

### **DESCRIPTION OF WORK**

Under general supervision of the Group Sales Director, promotes and sells destination as a convention and meeting destination for associations, corporations and other groups; achieves specific room night sales goals as assigned and reviewed annually.

### **DUTIES AND RESPONSIBILITIES**

Generates conference center and hotel bookings from an assigned market segment, which may be revised annually.

Creates and maintains client base in the assigned region or market; assigned an annual room night goal, to be achieved from definite bookings within this market or region.

Telephones for prospects, writes or makes presentations to local members of national and regional associations and corporations to enlist their aid in booking future conventions.

Makes written or personal presentations to boards of directors, convention delegates or site selection committees across the United States as needed in order to book an organization at convention site.

Solicits and coordinates hotel and convention center cost projections, and organizes facilities packages for meeting planners' consideration.

Attends tradeshow, sales missions, networking meetings and local meetings to solicit convention business; responsible for pre-planning, target marketing, pre- and post mailers and all booth arrangements for tradeshow in which incumbent participates.

Coordinates and conducts site tours for meeting planners, showcasing facilities and attractions in the city. Participates in familiarization (fams) programs for groups of meeting planners from across the country; responsible for inviting qualified clients to each fam.

Analyzes tradeshow values to determine best return on the organization's money.

Assists meeting planners with referrals to services manager or other service providers, and national sales managers in determining sales opportunities that benefit the community.

During convention/meeting, maintain contact with executive meeting planner; upon completion of the convention have immediate contact with individual(s) responsible for decision of returning to the destination in future year(s).

Maintain research on competition regarding their marketing and sales strategies.

Performs other duties as necessary and assigned

## **QUALIFICATIONS**

- Strong analytical skills to be able to determine quality of business and best suited business opportunities for community
- Strong and consistent ability to prioritize activities within specific time guideline and to handle multiple responsibilities within a specific time frame
- Possess excellent communication skills, written, oral and grammatical
- Willing and able to work evenings, weekends and holidays based on client and office demands

## **EXPERIENCE AND TRAINING**

- Four-year degree from an academic institution, business or hospitality preferred
- Five years minimum of hospitality industry sales experience