

Position: Sales Manager

Department: Sales

Reports To: Director of Sales

FLSA Status: Salaried/Exempt

Summary

Under general supervision of the Director of Sales, oversee and coordinate all aspects of the sales process in applicable markets.

Responsibilities

Include the following. Other duties may be assigned.

- Create sales goals and objectives. Meet and/or exceed sales goals, objectives, projections, schedules, and timelines.
- Contact prospective user groups and individuals to initiate the sales effort. Respond and follow-up on RFP's and leads generated by outside sources.
- Compile bid proposals, sales and revenues projection reports, client satisfaction studies and other relevant sales tasks.
- Conduct active solicitation and outside sales calls to new and prospective clients and accounts.
- Prepare and deliver sales presentations to prospective clients and others at tradeshow, conventions, sales events and during sales blitzes.
- Negotiate, compile, and execute sales contracts and agreements.
- Conduct facility tours for prospective clients. Discuss options and availability with site selection committees or designated others.
- Manage client database for prospects. Follow-up with clients periodically to assess any future needs.
- Build relationships with existing and new clients to garner repeat bookings.
- Establish expansive network including representatives of local groups and tourism-related industries, such as hotel, travel agencies, etc.
- Participate with community and industry related associations, committee study groups and task forces.
- Attend weekly sales and staff meetings. Develop and maintain a harmonious working relationship with all the other departments.
- Work extended and/or irregular hours including nights, weekends and holidays as needed.

Skills and Abilities

Position requires the ability to:

- Demonstrate knowledge of principles, practices and terminology of public relations programs, advertising, marketing, sales presentation techniques, public speaking and operations of tradeshow and conventions.
- Handle objections and offer comparable solution to clients and business partners.
- Operate personal computer using Windows and Microsoft Office Suite as well as event booking/scheduling software.
- Operate portable radio and standard office equipment.

- Follow oral and written instructions and communicate effectively with others in both oral and written form.
- Organize and prioritize work to meet deadlines.
- Work effectively under pressure and/or stringent schedule and produce accurate results.
- Work as a team member as well as independently, exercising judgment and initiative.
- Maintain an effective working relationship with clients, guests, employees, and others encountered in the course of employment.
- Ability to travel for tradeshows, meetings conferences as needed.
- Remain flexible and adjust to situations as they occur.
- Possess a valid driver's license and be able to legally operate a motor vehicle in the state of Georgia.

Education and Experience

Bachelor's degree from an accredited college or university in marketing, public relations, business administration, public administration or related field and two years related experience and/or training; or an equivalent combination of education and experience. Experience with Event Booking a plus.