



JOB DESCRIPTION

Title:	Sales Manager
Department:	Sales & Guest Services
Direct Report:	Director of Sales
Effective Date:	July 2017

Ramada Mission:

To deliver a welcoming and memorable experience, for every Guest, every time.

Department Mission Statement:

By continuously developing meaningful relationships and consistently delivering on our commitment to excellence. We, the Money Makers, create a busy, dynamic environment in order to generate revenue and create prosperity for the Ramada Prince George and our entire team.

Scope:

Sell hotel guestrooms, catering services, and event facilities through direct client contact. Hotel revenue is to be maximized through full utilization of Global and National Distribution systems as well as prospecting for new business while maintaining and managing existing accounts. Active community engagement is required to increase visibility of hotel as well as to build client relationships.

Primary Responsibilities:

- Adherence to brand standards established by Wyndham Worldwide, Ramada Plaza and Days Hospitality
- With the direction of the Director of Sales and Guest Services, create and achieve the Sales Plan
- Establish and maintain client base of corporate, group and government accounts through direct outside and inside sales ensuring revenue expectations from the Sales Plan are met or exceeded
- Develop and maintain group and/ or convention business related to group and government accounts
- Negotiate guest room rates, meeting room rental, function space, and hotel services within approved booking guidelines. Prepares and completes all associated paperwork
- Conduct tours of the Hotel and events facilities; entertains qualified potential accounts in accordance with company and property policies and procedures
- Create sales team success through lead generation and open communication for supplemental segments
- Accurately forecasts bookings and cancelations

- Complete productivity reporting in accordance with direct report
- Prepares for, attends and takes the appropriate actions for weekly/monthly and annual meetings as required by the Direct Report
- Attend and represent the company at trade shows and city-wide conventions
- Actively engages in community and business activities that will promote the Hotel
- Other duties as requested by the Director of Sales and Guest Services, Events & Meetings Manager or the General Manager

Relationships:

Internal:

Leadership Team:	Collaborative relationship to identify interdepartmental opportunities for business growth, people development, customer service
Sales:	In collaboration with Sales Team generate/follow up with business opportunities and design/implement contracts with highest standard of service delivery
Guest Services:	To communicate guest requests regarding arrival, departure, as well as room and service requirements. To collaborate in the identification of business leads through the reservations function
Food & Beverage:	To deliver clear and accurate documentation to food and beverage departments, in order to execute guest requests and contractual obligations. To finalize marketing collateral
Maintenance:	To relay guest needs and communicate equipment/venue issues
Administration:	To relay requests for the ordering of supplies and billing practices

External:

Hotel guests:	To provide highest standard of Ramada Customer Experience
Clients:	To grow business and provide highest standard of Ramada Customer Experience
Local Businesses:	To provide information for guests and develop reciprocal relationships
Vendors:	To foster reciprocal business relationships
Brand:	To maximize Wyndham and Ramada resources to further business growth and maximize brand impact.

Qualifications:

Education/ Experience:

- A College/University degree is preferred. Minimum 2 years experience in a sales roles

Skills:

Leadership

- Professional representation of Wyndham and Ramada brands
- Ability to be an effective member of the Leadership Team, including inter-departmental collaboration, business plan creation, budgeting, and implementation
- Ability to mentor and coach staff in both technical skills and professional behaviour

Communication

- Proficient written and oral communication skills to a variety of audiences, including: General Manager, Department Leads, colleagues, subordinates, guests, and business prospects

Judgment and decision making

- Ability to utilize a variety of resources to inform effective decision making
- Ability to complete cost benefit analysis in order to maximize efficiency and guest satisfaction in a fast paced and guest centric environment
- Ability to plan, implement and sustain best practices
- Ability to evaluate information to determine compliance with laws, regulations, and standards

Co-ordination

- Co-ordinate multiple event bookings and manage work load in a fast paced and customer centric environment. Requires high degree of organization skills, delegation and a natural tendency towards attention to detail

Computer skills

- Proficient in Microsoft Office programs
- Good understanding of windows operating systems for use of POS and PMS programs (Squirrel and Opera)

Working Conditions

- Will be required to work in fast paced, customer centric environment
- Will be required to work more than 8 hours in a day or 40 hours in a week depending on business demands