**Position Title:** Sales Manager

Property: Independence Hotel

Employee Name:

Reports To: General manager

Effective date:

Work hours:

**Position Summary:**

The Sales Manager’s primary role is to drive reservations and support group reservations, including bookings, ongoing communications, guest requests and coordination. Works with leadership to create and implement a Sales and Marketing Plan.

**Sales Manager:**

* Serve as the point of contact for clients and communicate with them by phone and email to respond to questions and requests.
* Responsible for coordinating internally with the sales & marketing team.
* Generating reports, preparing proposals, collections details, coordinating with clients & suppliers.
* Prepare sales-related documents, including group folios, etc.
* Gather materials and assemble information packages (e.g. brochures, promotional materials, sales demo kit, welcome kit, souvenir etc.).
* Generate group and/or corporate leads through internet prospecting, networking, and telemarketing.
* Interaction with client in regards to leads, [hotel](https://setupmyhotel.com/homepage/hotel-management-glossary/hotel.html) needs and client travel.
* Meets with clients as appropriate
* Perform hotel site [tours](https://setupmyhotel.com/homepage/hotel-management-glossary/tour.html) with potential clients.
* Design, upload, extract and maintain customer databases.
* Load and Manage Rate Codes to the [Hotel Software](https://setupmyhotel.com/homepage/hotel-management-glossary/property-management-system.html), And link the negotiated rates to the correct company profiles.
* Utilizes efficient sales strategy for the maximization of hotel revenue.
* Respond to complaints from customers and give after-sales support when requested.
* Ensure the adequacy of sales-related equipment or material are available at all times.
* Maintenance of Social Media sites
* Collaboration with Sales and Marketing efforts.

**Prerequisites:**

* Speak with others using clear and professional language.
* Prepare and review written documents accurately and completely.
* Working knowledge of standard office administrative practices and procedures.
* Excellent customer service skills.
* Able to effectively communicate
* Be friendly, customer centric, smile and able to work in a team environment.

**Education:**

Good computer skills; proficient in the use of Microsoft Office (Word, Excel, Powerpoint, Access) and Knowledge of sales and marketing modules like Delphi, Opera S&M, Protel S&M etc.

**Experience:**

Two or more years of experience working in a hotel, clerical or sales. Previous experience working in a similar role.

Employee Signature: Date:

Manager Signature: Date: