

FOWLER HOSPITALITY

JOB DESCRIPTION

POSITION: SALES MANAGER
LOCATION: Residence Inn and Courtyard by Marriott - Columbia Northeast
DEPARTMENT: Sales
REPORTS TO: Director of Sales
AREA: North East Columbia, South Carolina

GENERAL OVERVIEW

- The Area Sales Manager is responsible for proactively soliciting appropriate business opportunities through a combination of teleprospecting and direct sales to achieve personal and hotel revenue goals.
- Responsible to learn how to support the needs of the North Region Sales strategies, driving customer loyalty by delivering service excellence throughout each customer experience.

ESSENTIAL FUNCTIONS

- Provides the highest quality service to the customer at all times according to Residence Inn, Courtyard, and Fowler Hospitality guidelines.
- Executes exemplary customer service to drive customer satisfaction and loyalty by assisting the customer and ensuring their satisfaction before and during their program/event.
- Serves the customer by understanding their needs and recommending the appropriate features and services that best meets their needs and exceeds their expectations, while building a relationship and loyalty to Marriott and Fowler Hospitality.
- Gains understanding of the hotel's primary target customer (for each brand) and service exception's; serves customers by understanding their business, business issues and concerns, to offer better business solutions both prior to, and during the program/event.
- Partners with Operations in providing a customer service experience that exceeds the customer's experience through proper communication and documentation.
- Acts as customer liaison with hotel during customer event/program ensuring daily needs are met and overall customer satisfaction.
- Proactively identifies, qualifies, and solicits new business opportunities through account and market penetration and saturation.
- Utilize trace system (through Maximizer) for follow.
- Maintain client files and track client conversations through Maximizer
- Make all changes for function and group room blocks and document such changes and/or cancellations in client file and PMS. Communicate pertinent information to appropriate department(s).
- Solicit rebooking of groups and meetings from existing clients
- Spends 90% of time on outside sales calls
- Implement selling strategies developed by management
- Works collaboratively with Revenue Management to ensure that special rates are loaded in property management system.
- Conduct hotel tours and site inspections for potential customers
- Complete weekly sales reports
- Maintains detailed and meticulous organized account files, as well as detail account information in Maximizer.
- Responsible to assist develop and execute action plans outlined in the Sales and Marketing plan.
- Use available tools to understand competitors' strengths and weaknesses, and know how to sell against them
- Utilize MarrWebb for resources and information (Training Energizers, etc...)
- Effectively uses other sales resources and available tools
- Uses negotiating skills and creative selling abilities to maximize revenue for Residence Inn and Courtyard by Marriott
- Effectively develops relationship within community to strengthen and expand customer base for Residence Inn and Courtyard by Marriott.

Continued

- Uses the hotels breakfast and hospitality hour as an opportunity to greet guests and network for business opportunities
- Effectively manages and develops relationships with key internal and external stakeholders.
- Ensures a high level of customer satisfaction
- Builds and strengthens relationship with existing and new customers
- Perpetuates enthusiasm and a spirit of sales throughout the hotel team
- Creates customer correspondence as required - sales agreements, proposals, and thank you letters
- Provides accurate, timely and complete turnover to the properties operation team
- Have a thorough knowledge of emergency procedures
- Associate must adhere to rules, procedures, and policies established by the company, including, but not limited to those contained in the associate handbook
- Other duties as assigned, which the associate is capable of performing
- Maintains a professional appearance at all times
- Maintains good professional hygiene habits

KNOWLEDGE, SKILLS, ABILITIES, AND EXPERIENCE

- Ability to understand and execute and support Marriott and Customer Service Standards and Fowler Hospitality.
- Ability to work collaboratively with hotel service team in providing exceptional customer service.
- Superior guest relations skills
- Excellent telephone sales skills
- Strong overall sales skills and an ability to effectively close
- Excellent verbal and written skills
- Operational knowledge and/or appreciation of operational challenges
- Assertive at establishing new customer relationships
- Exhibits self-confidence, energy and enthusiasm
- Understand need time strategy as developed by Revenue Management
- Achieves team and individual goals
- Ability to differentiate the Marriott brands for a customer
- Basic software knowledge (Microsoft, Maximizer for lotus notes)
- Basic systems knowledge (Marsha, Fosse)

EDUCATION

- High School diploma or equivalent, College degree preferred

EXPERIENCE

- Prior hotel sales experience preferred 2 years
- Outside sales experience minimum 2 years

SALARY

- USD 30000 - 32000 Per Year

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