Regional Outside Sales Representative ~ For Multi-Properties

POSITION TITLE: Outside Sales Representative

GENERAL WEB JOB DESCRIPTION

PRINCIPAL FUNCTIONS

Reporting to the company owner(s), the outside Sales Representative position is a contracted sales position with a base salary and pay for performance bonus structure. They are responsible for all aspects of representing the company within outside and local markets, PR, collateral placement tactics, events and partnerships, data base growth and gathering campaigns, Market Café sales opportunities and coordination. Additional marketing duties may be assigned for hotel collateral, PR opportunities and marketing materials.

• Achieves regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining regional sales system improvements; implementing change.

• Meets regional sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.

• Establishes sales objectives by creating a sales plan and quota for districts in support of national objectives.

• Maintains and expands customer base by counseling district sales representatives; building and maintaining rapport with key customers; identifying new customer opportunities.

• Recommends product lines by identifying new product opportunities, and/or product, packaging, and service changes; surveying consumer needs and trends; tracking competitors.

• Implements trade promotions by publishing, tracking, and evaluating trade spending.

• Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks.

• Accomplishes sales and organization mission by completing related results as needed.

REQUIREMENTS

• High school diploma or GED with Post-secondary degree in marketing/advertising/business administration desired

• Meeting Sales Goals, Motivation for Sales, Territory Management, Presentation Skills, Performance Management, Building Relationships, Emphasizing Excellence, Negotiation, Results Driven, Sales Planning, Managing Profitability

• 2 or more years working in hospitality sales or similar industry

• Hotel, Food and Beverage, catering, cross marketing and retail sales understanding preferred

• Must demonstrate excellent communication and customer service skills and aptitude

• Experience in this field plus proven excellent performance could take precedent over education

• Ability to create, evaluate and execute a results-driven action plan.
• Ability to regularly communicate strategy to company owners, executives and staff in a clear, concise and accurate manner
• Must be extremely organized and have the ability to work efficiently, effectively and independently
• The ability to manage many tasks and projects at the same time as well as being able to meet timelines and deadlines is critical.
• Ability to work well under limited supervision
• Transportation and insurance in place for fulfilling position duties
• Ability to work well with others
• Strong work ethic
• Familiarity with Google Analytics or other web analytics tools and metrics
• Comfortable working with various applications including: Word, Excel, PowerPoint
• Knowledge of and relationship building with potential and current partnering companies
• Excellent written and verbal communication skills a must
• Fast learner; can learn new programs and tasks quickly and effectively

PRINCIPAL DUTIES

• Make Money. We want to pay you.
• To build, grow and manage relationships in market (50 mile radius) for our locals rates and programs, event and package partnerships, and tactics to build awareness including but not limited to: Poster placement, referral program, friends and family rates
• To build, grow and manage destination, feeder market and partnership relationships through the bay area in-land to Sacramento for our pet, database, and all other tactics to build awareness
• Create and implement PR campaigns and suggest strategic tactics and awareness campaigns
• Attend trade and consumer shows as needed
• Be aware and up to date on property specific information, rates, and offerings
• Contract wholesale, corporate and other strategic partnerships
• PR the hotel in person in local and feeder markets
• Be available for all property specific functions as needed including but not limited to: Staff meetings, check-in and update meetings, events, etc.
• Cold call by telephone and in person, set meetings and follow through with all appointments set
• Represent Cle Hospitality with the utmost professional demeanor and appearance at all times
• Create new strategies and tactics, working with owners, and implement as approved
• Create and oversee events to grow room nights and hotel sales
• Coordinate materials for Media Marketplaces and other events
• Provide the owners and/or Executive Team and other appropriate stakeholders with monthly reporting summaries using excel spreadsheets, vendor reports and property reporting systems as well as Monthly statistic and feedback reports
• Participate in monthly sales and Marketing calls to discuss new initiatives and share best practices
• Assist in the production of print collateral and marketing materials for internal and external selling and promotions
• Facilitate public relations responsibilities including but not limited to media visits, press kits, online enhancement of press material and photography
• Coordinate responsibilities as needed including phone interaction and special projects

Physical Requirements

• This position will require extremely varied working hours that may include some evenings, weekends and some long days.
• Travel and the means to travel are necessary to be successful in this position
• An office equipped with appropriate computer software and hardware

Contacts
• General public and relationship building and management
• On-line guest relations
• GM/Owner contact
• Staff contact, training and oversight regarding your groups