

THE CLASSIC CENTER

JOB DESCRIPTION

DEPARTMENT: Convention and Visitors Bureau: Sales

JOB TITLE: Director of Sales

FLSA STATUS: Exempt

GENERAL DESCRIPTION:

This position's primary task is to target, solicit, and attract meetings, convention, and sports business to Athens to increase general hotel occupancy, thereby enhancing the economic impact to our community. Focus is on group business. The position also manages and mentors any and all sales positions within the CVB and reports to the CVB director.

TYPICAL WORK ROUTINE INCLUDES, BUT NOT LIMITED TO:

Under the guidance of the CVB Director:

1. Maintain the sales goals and objectives as outlined in the program of work.
2. Identify trends and target down times for social, leisure, sports, and meetings/conventions business. Identify exactly who might be the best prospects for our product in those times. Maintain a record on each potential group with appropriate trace date. Obtain history and requirement needs on each meeting for which Athens can be considered. Oversees accounts in CRM and reaps the full benefits of the CRM, the extranet's being a component.
3. Use a variety of sales methods to book business.
4. Meet sales call, site inspection, booked room night, lead generation, and other performance measurements. Assign monthly and annual goals for sales managers.
5. Prepare formal bid responses from lodging and other suppliers, including making bid presentations to destination/site selection decision makers on behalf of Athens.
6. Provide lead sheets once we have been invited to bid on social, leisure, or meeting/convention activity to be distributed to hotels, B&Bs, and other facilities (e.g., Classic Center) as appropriate.
7. Serve as the central clearinghouse for all bid presentations, providing clients with a single impartial Athens representative to gather information and assist them with meeting all of their needs.
8. Generate individual leads on organizations that may fit in one property. (The focus, however, is multiple-property business.)
9. Follow up with customers to ensure satisfaction with our bid and communicate their responses to Athens suppliers that have bid for business.
10. Communicate with all hotel properties on a regular basis to assist with coordination of hotel room needs for various groups.
11. Respond to inquiries about meetings and conventions. Delegate to staff a list of accounts that they are to maintain.
12. Coordinate and engage in marketing projects such as sales blitzes, community presentations, and trade shows.
13. Plan and execute familiarization tours for various markets.

14. Bring in buyers, namely meeting planners, for site inspections/destination visits for pending and potential business.
15. Responsible for keeping hotel listings current in the CRM, as well as other suppliers that serve groups, in particular.
16. Attend trade meetings and conventions (e.g., GSAE) and participate in committees to build relationships and provide visibility.
17. Coordinate with local suppliers to maximize selling to account and prospect lists.
18. Complete weekly/monthly activity reports, sales sections of CVB monthly report, pace reports, and other reports as requested by director.
19. Conduct quarterly meetings with individual hotel properties to review pending and definite business and determine how to improve business for that particular hotel.
20. Organize and conduct task force meetings as needed.
21. Conduct quarterly hotel director of sales meetings.
22. Attend biweekly CVB staff meetings and quarterly CVB advisory board meetings.
23. Coordinate and communicate with sales and services manager once groups book so this position can offer servicing assistance.
24. Supervise sales managers.
25. Oversees servicing efforts, including, but not limited to, site visits and attendee appreciation program.
26. Provide annual reviews for staff.