

## POSITION DESCRIPTION

### Convention Sales Manager

Updated April 2018

#### Position Summary

The Convention Sales Manager at the Greater Madison Convention & Visitors Bureau (GMCVB) is responsible for total account management of large national accounts by creating awareness of Madison/Dane County and its meeting facilities as a national destination in the meetings industry. This position will carry a high production goal, in a demanding and competitive marketplace.

We are looking for an experienced B2B sales leader who is respected by peers and customers. This position will require: consultative and strategic sales skills to create awareness, drive interest and close business for the city of Madison; selling all GMCVB services within the association and trade show segment; representing the GMCVB in a professional and business-like manner; and ensuring attainment of key result area goals as well as yearly goals.

#### About the Destination

Madison is located in south central Wisconsin, and is accessible via several major highways. Madison is a uniquely inspirational place and one that is poised to be successful in the new, creative economy. Wisconsin's vibrant capital city is surrounded by stunning landscapes and picturesque towns and villages. The area is famous for its pristine natural beauty, intellectual and creative genius, limitless outdoor recreation, a spirit for life and passion for protecting our environment. Madison is also known for its extensive cultural offerings, dedication to sports and fitness, and exceptional restaurants and retail.

Situated on an isthmus, Madison lies between two glacial lakes, Monona and Mendota. Five area lakes and more than 260 city parks create the perfect setting for an abundance of year-round outdoor activities, from hiking, biking, swimming, golf, water-skiing and sailing to cross-country skiing, snow shoeing, and ice fishing. The Madison area is the ultimate combination of urban culture and natural beauty with the intimate feeling of a much smaller community.

Tourism is one of the top three industries in Wisconsin. Visitor spending supports thousands of jobs and generates millions in tax revenues, which in turn provide for its citizens and their needs. Annual visitor spending in Dane County tops \$1.2 billion.

A dynamic city of more than 250,000 and metro area population of nearly 580,000, Madison boasts of thriving service, insurance, health care, bio and high-tech business sectors, prestigious institutions of higher education and some of the highest rated public school districts in the country. The area offers countless opportunities to enjoy a prosperous career, operate a successful business, raise a family and enjoy your favorite pastimes.

To learn more about Madison, Wisconsin, please visit [www.cityofmadison.com](http://www.cityofmadison.com), and the Greater Madison Convention & Visitors Bureau website at [www.visitmadison.com](http://www.visitmadison.com)

## About the Position

**Department:** Convention Sales

**Reports to:** Vice President of Sales

**Job Classification:** Full Time, Exempt

**Work Site Location:** Corporate Office, Downtown Madison

## Essential Functions and Responsibilities

- Solicit accounts from the research and prospect stage to close. This is a full sales cycle solicitation starting from the ground up.
- Identify, prospect and contact accounts within a defined list of market sectors to qualify them for future convention and event business for Madison, particularly at the Monona Terrace Community and Convention Center and the Alliant Energy Center.
- Identify, recruit and encourage local community members affiliated with targeted accounts to hold future tradeshow, meetings, conventions or events in Madison (referred to as our "Bring Your Meeting Home" program).
- Increase share of the association and trade show markets, maximize productivity of these segments, and periodically make sales trips to cities where concentrated efforts are taking place.
- Develop and maintain in-depth knowledge of all facility features, prices and aspects of Monona Terrace, the Alliant Energy Center and other public facilities.
- Maintain familiarity with competitive markets, facilities and any other issues that impact the organization's ability to effectively sell the greater Madison area and its' facilities.
- Organize and develop sales proposals, including coordination of hotel room blocks.
- Coordinate and conduct bid presentations and other sales trips.
- Consult with and accompany clients on site inspections, showcasing facilities and area benefits.
- Achieve sales and production goals.
- Develop and maintain a visible profile at assigned industry events and trade shows.
- Recruit and attend client Familiarization Tours
- Administer all appropriate paperwork and data entry into Simpleview CRM associated with potential convention and tradeshow business including but not limited to correspondence, bid proposals, client diaries and database sales forms.
- Develop feasible short and long-term plans and strategies for achieving department goals and objectives; anticipate critical obstacles and issues.
- Schedule work activities to ensure that deadlines are met and goals are achieved in a timely manner.

## Education and Experience

- Bachelor's degree preferred with a minimum of 4 years of related experience in B2B sales.
- Proven hospitality sales, meetings/event planning industry experience or similar sales experience also highly preferred
- Demonstrated track record of success in sales.
- Proven skills in account management, direct sales, sales presentations (oral and written) and trade show exhibiting required.
- Understanding of associations and the non-profit world preferred.

### Required skills, knowledge and abilities

- Strong total account management and new business development skills.
- Strong sales skills to maximize the potential for market segment development.
- Excellent communications and presentation skills and the ability to connect with internal and external clients at all levels.
- Proficient written and presentation skills.
- Strong work ethic required to raise the profile of the GMCVB.
- Ability to lead by example and set a tone for high achievement.
- Motivated, self-starter who is goal oriented.
- Strong commitment to quality and accuracy with effective organizational and time management skills
- Ability to network, establish and maintain effective client and other business relationships
- Must love selling and the sales process -- actively sell and strategically manage large high-profile accounts.
- Ability to think creatively and strategically, and work within budget
- A strong team orientation is critical due to the collaborative culture of GMCVB and the visitor industry.
- Strong computer skills. Proficiency with Microsoft Office suite and experience with contact management/sales account management systems.

### Physical Demands

While performing the duties of this job, the employee is frequently required to stand, particularly at tradeshow; often uses hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crouch or crawl. Lifting of 50 lbs. or more may be required occasionally, particularly during tradeshow. Specific vision abilities required include reading computer screens and written documents with close vision, color vision and ability to adjust focus. Communications required via verbal, audible and written means. Ability to travel by air or ground (includes personal and public transportation) as required in performing work.

Ability to work nights and weekends as needed. Working evenings includes, but is not limited to, attending business exchanges and venue openings/receptions/client appreciation events, etc.

### Work Environment

Heated and air conditioned office environment. Noise level is usually low to moderate. Frequently required to travel and/or work off site.

### Reasonable Accommodation

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

*The GMCVB is an Affirmative Action/Equal Opportunity Employer.*