

# JOB POSTING

## Senior Convention Sales Manager

December, 2016

### POSITION SUMMARY

The position of **Senior Convention Sales Manager** is responsible for promoting Madison/Dane County and its facilities as a destination for conventions and events involving overnight accommodations with specific emphasis on new, national business.

### JOB SCOPE AND ESSENTIAL FUNCTIONS\*

#### *Direct Sales*

- Identify, prospect and contact accounts, with emphasis on new, national association accounts, to qualify them for future convention and event business for Madison, particularly Monona Terrace Convention Center and the Alliant Energy Center.
- 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.
- Participate in industry tradeshows and analyze tradeshow values to determine best return on the organization's money
- Administer all appropriate paperwork and data entry into Simpleview associated with potential convention and tradeshow business, including but not limited to, correspondence, bid proposals, client diaries and database sales forms. Ensure data is accurate and current.
- Handle complex (city-wide) type accounts as directed by Vice President of Sales
- Assume and achieve higher level sales performance goals

#### *Customer and Community Relations*

- Develop and maintain process for regularly scheduled customer follow-up geared toward client satisfaction and repeat business. This includes but is not limited to on-site visits during meetings and events, phone and e-mail contact, etc. Utilize this process for potential rebooking and other servicing purposes.
- Identify, recruit and actively engage and encourage local community members affiliated with targeted accounts to hold future tradeshows, meetings, conventions or events in Madison.
- Develop strong, working relationships with key personnel from all convention facilities.
- Maintain a well-informed working knowledge of all hotels, attractions and services, both public and private, available in the greater Madison area.
- Serve in leadership roles in relevant state, regional and national industry professional associations as directed by the Vice President of Sales
- Work closely with the Director of Convention & Event Services to facilitate client needs and pursue business opportunities.
- Support GMCVB staff on related bureau functions, activities and projects as directed by Vice President of Sales
- Represent the Vice President of Sales in their absence as directed.

### ***Professional Development and Training***

- 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 bureau's ability to effectively sell the greater Madison area and its facilities.
- Enhance sales skills through appropriate training/professional development/certification opportunities.
- Assist the Vice President of Sales in establishing sales & prospecting strategies for the Sales Department.
- Contribute to convention marketing strategies and plan as requested by Vice President of Sales
- Mentor Sales Managers with knowledge of the convention industry.
- Assist Sales Managers with complex contract negotiations when requested by Vice President of Sales
- Promptly administer all necessary work records, including sales bulletins, expense reports and appropriate sales reports.
- Assist in annual budget and business planning process as requested by Vice President of Sales
- Represent Sales Department in budget, business planning and management team discussions as requested by Vice President of Sales
- Miscellaneous projects as directed by the Vice President of Sales

*\*The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements.*

### **QUALIFICATIONS**

#### ***Education and Experience***

- Four-year degree in business or hospitality preferred
- Minimum of 7years national account experience, with a similar or larger sized CVB (GMCVB preferred); national hotel sales office; convention/exposition facility; convention hotel; or equivalent combination with other hospitality or meeting planning experience.
- Proven room night and contract sales success (at GMCVB preferred). If at a CVB, minimum goal achievement of three consecutive years averaging 70%+ for room night goals; OR Proven sales success as national account manager at previous hotel or CVB, achieving over 70% of goal achievement during tenure.
- If in sales at convention/exposition facility, achieving over 70% of facility revenue goal during tenure.
- Experience with contact management/sales account management systems
- Certified Meeting Professional, Certified Exhibition Management, Certified Destination Management Executive, or Certified Hospitality Sales Professional preferred.

#### ***Skills and Abilities Required***

- \* Superior customer relation management skills with a proven track record of exceeding expectations.
- \* Strong sales and negotiation skills.
- \* Strong computer skills. Proficiency with Microsoft Office Suite
- \* Motivated, self-starter and goal-oriented.
- \* Mentoring and coaching skills
- \* Strong communications skills particularly in listening, writing, oral, facilitating and problem solving.
- \* Strong organizational and time management skills.
- \* Strong commitment to quality and accuracy.
- \* Strong analytical skills to be able to determine quality of business and best suited business opportunities for community.

- \* Proven skills in account management, direct sales, sales presentations (oral and written) and trade show exhibiting required.
- \* Ability to identify customer needs, excellent follow through and closing skills.
- \* Ability to network, establish and maintain effective client and other business relationships.
- \* Ability to be flexible and think creatively in meeting customer needs.
- \* Ability to develop and write effective proposals, reports and business correspondence.

### **Physical Demands**

While performing the duties of this job, the employee is frequently required to stand,, sit at a desk and computer for long periods of time; often uses hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crouch or crawl. May be required to lift materials of up to 50 lbs. Specific vision abilities required include reading computer screen and written documents, close vision, color vision, and ability to adjust focus. Communicate effectively via verbal, audible and written means.

### **Work Environment**

Heated and air conditioned office environment. Noise level is usually low to moderate. Required to travel and work off site for presentations, tradeshow, training, special projects and other Bureau supported functions on evenings and/or weekends.

### **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.

### **How to apply:**

If you are interested in this position, please respond via email with cover letter, resume, and compensation information to the following SearchWide Executive:

Nicole Newman, Vice President, SearchWide  
Email: [newman@searchwide.com](mailto:newman@searchwide.com) or Phone: 480-264-7675  
On the Web: [www.searchwide.com](http://www.searchwide.com)