



POSITION DESCRIPTION

POSITION TITLE: Sales Manager
REPORTS TO: Director of Sales and Services
TEAM: Sales

EXPECTED RESULTS:

Agency Result - The Rockford Area Convention & Visitors Bureau exists to drive quality of life and economic growth for our citizens through tourism, marketing and destination development.

Team Result - Annual sales increases according to sales plan.

Position Result - Responsible for achieving individual and group sales goals assigned annually to include: designated number of room nights and new business generation.

ESSENTIAL FUNCTIONS include the following:

- Market Rockford as an event destination 50% to Sports and 50% to Meetings markets.
- Meet personal and team sales goals by getting the sale” using various sales methods (cold calling, presentations etc.)
- Develop “out of the box” sales strategies/models and evaluate effectiveness.
- Research accounts and generate or follow through on sales leads to expand client database within assigned market(s).
- Evaluate customer’s needs and build productive long lasting relationships.
- Attend meeting, sales events and trainings to keep abreast of the latest developments.
- Develop, coordinate, and implement comprehensive responses to Request for Proposals such as giving verbal presentations, preparing and distributing requests for proposal leads to appropriate hotels and meeting facilities.
- Maintain well-informed, working knowledge of the facilities, attractions, and services available in the Rockford area and acts as a liaison between these entities and the customer.
- Generate interest in Rockford as a destination and promotes the destination by attending appropriate trade shows, conferences, conventions or events.
- Work closely with tourism industry partners to ensure the meetings department is actively targeting and pursuing the business to support their goals.
- Actively implement the department’s sales plan that outlines the annual goals, objective and strategies for booking business.
- Accurately inputs and tracks sales data through Customer Relations Management (CRM) software tracking contacts, leads, bookings, attendance and room nights).
- Develop and lead Bureau activities to develop business leads in the meetings and sports markets including Destination Reviews, Sales Missions and Site Visits.
- Coordinate with the Group Services Department to effectively service groups by conducting on-site visits at events and holding pre-event meetings with organizations involved in servicing groups.
- Works with RACVB marketing team to develop sales collateral and an advertising schedule.
- Completes weekly and monthly sales and leads reports.
- Other duties may be assigned.

KEY CONTACTS:

- Staff and Tournament Directors and Event Planners
- Hotels, Venues, and Attractions

CRITICAL KNOWLEDGE, SKILLS AND ABILITIES:

- Understanding of the tourism industry.
- Self-motivated and driven
- Track record of achieving sales goals
- Familiarity with different sales techniques and pipeline management
- Experience working with CRM software
- Experience in Microsoft Office, Word, Excel; and PowerPoint or other presentation software, etc.
- Strong communication, negotiation and interpersonal skills
- Ability to effectively present information and respond to questions
- Ability to read and write reports, business correspondence and generate ideas for marketing materials
- Possess strong interpersonal and communication skills allowing for success in a team environment
- Willingness to embrace and adhere to RACVB standards and corporate culture
- Comply with budget and financial procedures
- Able to manage multiple tasks
- Flexibility with evening/weekend meetings and events
- Able to travel out of town

OTHER QUALIFICATIONS

Must be willing to travel and have a valid driver's license.

EDUCATION/EXPERIENCE REQUIREMENTS:

Bachelor's degree; or two to four years related proven sales experience; or equivalent combination of education and experience.

Preferably in the convention/tourism/hospitality industry.

QUALIFIED CANDIDATES

Submit cover letter, resume and salary requirements to:
hresources@gorockford.com