

JOB SUMMARY

Radius Hospitality is looking for an **Outside Sales Manager** for the **Holiday Inn – Canton**, a 184 room, newly renovated hotel with over 10,000 square feet of meeting space. This position will drive revenue to achieve topline goals for the hotel by proactively soliciting the SMERF group market; to include sourcing new accounts, identifying new targets, and re-soliciting past business leads. Provides property support by coordinating and executing property internal mining efforts. Partners with leadership to ensure competitive sales strategies are in place for the hotel and stay competitive within the market by aligning on sales activities to generate business and communicate real-time competitor intel. Reports directly to the Director of Sales.

WHAT WE OFFER

- Health, dental & vision insurance (with company contribution), 401K, paid time off/paid holidays, paid training, travel reimbursement, IHG Employee rates for personal travel, a friendly work environment with open communication, and an opportunity to grow your career-with hotels throughout the Radius Family. Radius Hospitality manages Marriott, IHG and Choice Hotel brands.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education and/or Experience** - Minimum of 2 years of previous experience in proactive lead generation in hospitality and sales discipline; knowledge of property-specific business segments (e.g.- group, catering, transient); knowledge of the hospitality industry. IHG Hotel Systems knowledge is preferred.
- **Language Skills** - Ability to respond to common inquiries or complaints from customers, or members of the business community. Ability to effectively present information to management, public groups, and/or board of directors. Ability to interact clearly and effectively, in both written and oral communication, with supervisor, clients, staff, vendors, etc.
- **Mathematical Skills** - Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- **Computer Skills** - To perform this job successfully, an individual should be proficient in personal computer skills including electronic mail, routine database activity, spreadsheets, etc. This role requires an above-average knowledge of Microsoft Office and is responsible for creating their own proposals and contracts.
- **Other Qualifications** - Valid driver's license & reliable transportation is required.

COMPETENCIES:

- **Time Management** - Uses his/her time effectively and efficiently. Values time. Concentrates his/her efforts on the more important priorities. Gets more done in less time than others.
- **Customer Service** - Is dedicated to meeting the expectations and requirements of internal and external customers. Gets first-hand customer information and uses it for improvements in products and services. Acts with customer needs in mind. Establishes and maintains effective relationships with customers and gains their trust and respect.
- **Communication** - Refers to the ability to inform orally and in writing, with clarity and good effect. It means to understand clearly and quickly when instructions or orders are received. It means judgment about what information is important and what is not, and what should be communicated, how, to whom and when.
- **Technical** - Refers to the ability to operate and control equipment and software such as computers. Strong proficiency in all Microsoft office applications. Strong working knowledge of all hotel industry computer functions/programs.

CORE WORK ACTIVITIES

- Proactively works with Director of Sales and Regional VP of Sales, and General Manager in identifying the top group accounts of the hotel, identify key buyers within each account, and coordinate efforts to drive demand and pull-through business from the hotel.
- This is a sales hunter position versus reactive selling. Must be a relationship driven sales person that loves the art of the sale. 50% of the time will be spent proactively identifying the top group accounts, identify key decision makers within each account, and coordinate efforts to drive demand for the hotel.
- Assist property in identifying share shift targeted accounts. Ensures effective and efficient funnel management through available systems. Utilizes internal lead referral tools to solicit new business opportunities and contacts.
- Re-solicits past opportunities, including turndowns, lost opportunities, and actualized business when appropriate. Drives customer satisfaction through daily interactions (e.g., solicitations, re-solicitations, account calls, site inspections, new business calls, face to face activities, etc.).
- Conducts customer facing sales activities on behalf of the hotel in partnership with the Director of Sales, RVP and GM (e.g., lunch and learns, social hours, company of the month activities, local industry events, Convention and Visitors Bureau (CVB) activities, etc.).
- Maintains complete and up-to-date lead information on each account to verify accurate reporting and customer base information.
- Ensures qualified leads are entered into Event Temple.
- Utilizes negotiation skills and creative selling abilities to uncover new business.
- Understands the overall market (e.g., competitors' strengths and weaknesses, economic trends, supply and demand etc.) to sell effectively against the competition.
- Communicates trends, opportunities, and market changes to appropriate parties, as needed.
- Understands and actively utilizes company marketing initiatives/incentives to convert cold leads to warm leads.
- Tracks weekly activities and relationship to revenue and room night production.
- Sets day-to-day priorities to complete assigned responsibilities.
- Actively participates and contributes to Sales Strategy and Revenue Meetings as appropriate.
- Visits neighborhood target and local small business accounts and coordinate follow up efforts.
- Handles customer care issues and as necessary, refers them to the appropriate owner.
- Services customers to obtain and grow share of the account. Executes and supports the company's customer service standards.
- Engages in property related events that support the development of new accounts (e.g., General Manager (GM) Reception, etc.).
- Performs other duties, as assigned, to meet business needs.

TRAVEL:

- This position will include local travel with the occasional overnight needed. All travel expenses are reimbursable.

Salary - \$45,000 - \$50,000 base pay, plus a monthly sales commissions program.