

## **THE INN AT PORT LUDLOW POSITION DESCRIPTION**

<b>FLSA:</b>	Salaried - Exempt
<b>POSITION TITLE:</b>	Sales Manager
<b>DIVISION/DEPARTMENT:</b>	Sales
<b>REPORTS TO:</b>	Sr. Sales Manager
<b>SUPERVISES:</b>	None
<b>DATE:</b>	4-24-2017

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### **BASIC FUNCTIONS:**

This position does all outreach for group sales defined as any gathering that requires at least six guest rooms on any given night. The Sales Manager will prospect, solicit, develop relationships with meeting planners, event planners and individuals to secure group business that will fit within the parameters of the business model of the resort. Quality food & beverage and meeting needs will be taken into consideration as well as seasonal group room rates. Additional resort amenities will be considered in all selling opportunities. Serve as an Ambassador for Port Ludlow Associates.

### **QUALIFICATIONS:**

- 3-5 years sales experience, preferably in the hospitality industry
- Prior experience in Sales, Conference/Event Planning, Restaurant, or Reservations preferred
- College degree preferred with emphasis on Hospitality
- Networking ability and demonstration of connections that can lead to contracted business
- Clear communication skills (written and verbal)
- Attention to detail and timeliness
- Clarity in process and hand-off of accounts
- Experience with Word, Excel and PMS processing and spreadsheet applications essential
- Maestro, Delphi or similar sales & catering management system
- Contract negotiation capacity
- Creative thinking for space management, themed events and budget management

- Clear understanding of product and services

#### **ESSENTIAL FUNCTIONS:**

- Direct sales – local, regional and national
- Book group business – defined as 6 rooms or more on any given night
- Plans, solicits and promotes maximum catering business for the hotel
- Create seamless communication between meeting planner and hotel staff
- Maximize revenue for all groups
- Develop long term relationships with planners
- Mine for business using all best practices including social media, industry organizations, trade shows
- Book and conduct site tours
- Manage paperwork including correspondence and Maestro contracts, deposits, BEO's and invoices
- Understand budget and manage it on a continual basis, including production of forecasted and actual group room and catering revenues
- Provide weekly reports (PACE)
- Provide monthly reports (Action Plan)
- Ensure rates committed are competitive and offer highest yield for the hotel to ensure maximum profitability
- Calculate and prepare the daily service charges and payroll ensuring accurate, prompt reporting to the Accounting Department.
- Work in tandem with Executive Chef, Director of Food and Beverage, and General Manager to develop programs and offerings to promote to existing and prospect accounts/corporations.
- Respond to client requests on 24 hour basis and assure that proposals and contracts meet the hotel's requirements
- Maintain proper and complete files on all accounts in applicable database system and paper files.
- Conduct pre-event and post-event meetings with clients.
- Promote hotel products and services (Real Estate, Golf, Marina, Inn)
- Attend all scheduled meetings on site as defined through General Manager and other team members, including weekly BEO meetings
- Plan/attend/follow up on trade shows and familiarization trips
- Understand competition
- Use trace system

#### **ABILITIES:**

- Passion for the customer experience as demonstrated through driven results
- Team player
- Ability to operate independently and with a high degree of autonomy requiring excellent time management skills and self-motivation.
- Ability to handle multiple customer and operational demands with a high degree of professionalism, operating often with time sensitive deadlines
- Hotel product and industry knowledge, i.e., staffing, operations, safety, security,

- structural, health codes, hotel policies
- Quantitative processing of data via office machine equipment, mathematical computations and analytical skills necessary to accurately determine and communicate financial, forecasting and space utilization calculations
- Ability to successfully operate computer systems with the ability to navigate efficiently through Word, Excel, Outlook
- Ability to read, write and speak the English language to fully comprehend guest requests, memos, proposals, general correspondence and similar written materials
- Possess a good conceptual understanding of electronic devices and ability to operate such items such as copy machines, slide projectors, microphones, computers, portable radios, pagers, etc.
- Ability to complete a contract in compliance with all checklists, standards and hotel policies.
- Interpersonal skills to provide overall guest satisfaction.

**MARGINAL FUNCTIONS:**

- Update MOD report
- Book FIT room reservations
- Design rooms packages
- Back-up to Banquets/F&B Director in staffing, hiring, executing events
- Design special events

**ENVIRONMENT:** Office environment

**POSITION ANALYSIS/SPECIFICATIONS**

	<i>N/A</i>	<i>OCCASIONAL</i>	<i>FREQUENT</i>	<i>CONSTANT</i>
Sitting				X
Standing		X		
Walking			X	
Bending Over			X	
Crawling	X			
Reaching			X	
Crouching		X		
Kneeling		X		
Balancing		X		
Pushing/Pulling		X		
Lifting/Carrying			X	
10lbs or less				
11lbs to 25lbs		X		
26lbs to 50lbs	X			
51lbs to 75lbs	X			
76lbs to 100lbs	X			
Over 100lbs	X			
Manual Dexterity				

Fine Motor Skills		X	
Gross Motor Skills	X		
Eye/Hand Coord.			X
Near Vision			X
Far Vision		X	
Color Recognition			X
Hearing			X

**ENVIRONMENTAL FACTORS**

	<i>YES</i>	<i>NO</i>
Working Outside	X	
Working Inside	X	
Working Alone	X	
Working Closely With Others	X	
Excessive Cold/Heat		X
Excessive Humidity/Dampness		X
Noise/Vibrations		X
Working Above Ground	X	
Working Below Ground		X
Working with Chemicals/Detergents/Cleaners		X
Working Around Fumes/Smoke/Gas		X
Walking on Uneven Surfaces	X	
Motorized Equipment or Vehicles	X	
Working Around Machinery/Motorized Equip.		X
Climbing on Scaffolds or ladders		X

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

I have read the above Position Guidelines and Position Analysis/Specifications and testify that I am able to perform the essential job functions for this position. I also understand and acknowledge that this job description may be revised at any time by Port Ludlow Associates, LLC without prior notification or approval of the employee.

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**Name**

**Date**