JOB DESCRIPTION

DEPARTMENT: Sales **POSITION:** Sales Manager

POSITION CODE: **LRSM07**

JOB OVERVIEW:
Solicit group business for the hotel. Maximize profits of the hotel through creative and selective selling.

REPORTS TO: Director of Sales & Marketing

SUPERVISES: Sales Secretary

WORK ENVIRONMENT:
Office within Sales Department and traveling.
Job involves working:

- Indoors and outdoors.
- Frequent traveling.

KEY RELATIONSHIPS:

Internal: Sales Department, Catering, Food & Beverage, Front Office, Reservations, Room Service and Accounting

External: Guests and Meeting Planners

QUALIFICATIONS

Essential:

1. High school diploma or equivalent vocational training certificate.
2. 3-4 years experience in a similar position in an upscale Convention Hotel.
3. Ability to communicate in English both verbally and in writing.
4. Compute basic arithmetic to include percentages.

Desirable:

1. College degree.
2. Knowledge in a second language.
3. Certification in CPR and First Aid.
4. Previous guest relations training and experience.

PHYSICAL ABILITIES

Essential:

1. Exert physical effort in transporting 25 pounds to and from work area.
2. Reach overhead full arms length.
3. Remain in stationary position for 2-3 hours throughout work shift.
4. Ability to sit for prolonged periods of time.
5. Ability to perform tasks that require sustained repetitive motion and/or fine motor skills.
6. Ability to move freely in all areas of the hotel.
7. Ability to travel on business trips.

ESSENTIAL JOB FUNCTIONS

1. Ability to:
   - Perform job functions with attention to detail, speed and accuracy.
   - Prioritize, organize and follow up.
   - Be a clear thinker, remaining calm in resolving problems using good judgment.

- Follow directions thoroughly.
- Understand guests' needs.
- Maintain regular and punctual attendance.
- Adhere to Peabody grooming standards.
- Uphold and exemplify Peabody Service Excellence®.
- Work cohesively with co-workers as part of a team.
- Work with minimal supervision.
- Maintain confidentiality of guest and associates information and pertinent hotel data.
- Ascertain departmental training needs and provide such training.
- Direct development and performance of staff; follow up with corrections when needed.
- Work well under pressure of organizing and attaining production schedules and timelines.
- Give credit and highlight others' success.

2. Prepare and administer timely Performance Evaluations according to hotel standards.
3. Ability to comprehend P & L, budget reports, and write commentary.
4. Maintain complete knowledge of and comply with all departmental, divisional, and hotel policies, procedures, and standards.
5. Maintain complete knowledge of correct maintenance and use of equipment. Use equipment only as intended.
6. Anticipate guests' needs and respond promptly to guests' requests.
7. Maintain positive guest relations at all times.
8. Resolve guest complaints ensuring guest satisfaction.
9. Be familiar with all Hotel services/features and local attractions/activities to respond to guest inquiries accurately.
10. Monitor and maintain cleanliness, sanitation and organization of assigned work areas.
11. Review the daily activities, such as:
    a) House count
    b) Forecasted covers for each outlet
    c) Catering activity
    d) Purchases
    e) Meetings
    f) Appointments
    g) VIPs/special guests
12. Ensure that staff reports to work as scheduled. Document any late or absent associates.
13. Coordinate breaks for staff.
14. Inspect grooming and attire of staff; rectify any deficiencies.
15. Monitor performance of staff and ensure all procedures are completed to the department standards; rectify deficiencies with respective personnel.
16. Complete work orders for maintenance repairs and submit to Engineering. Contact Engineering directly for urgent repairs.
17. Foster and promote a cooperative working climate, maximizing productivity and associate morale.
18. Provide feedback to staff on their performance; handle disciplinary problems and counsel associate according to Hotel standards.
19. Interview and hire new personnel according to Hotel policies and standards.
20. Prepare daily/weekly payroll reports.
21. Document pertinent information in the logbook and follow up on items notated during other shifts.
22. Input and access information in the computer and/or point of sales system.
23. Plan and conduct monthly departmental meetings and Daily Shift Meetings (DSM).
24. Return business telephone calls.
25. Answer the telephone within 3 rings using correct salutation and proper telephone etiquette.
26. Answer correspondence.
27. Meet or exceed assigned monthly booking quota in the assigned market.
28. Assist in achieving or exceeding budgeted goals in sales, profit and occupancy for the total hotel

operation.

29. Maintain positive working relationships with the Arkansas Convention and Visitor's Bureau and the Statehouse Convention Center staffs, as well as all lead sources.
30. Plan and execute cost-effective and productive sales trips into assigned territory to improve and increase our penetration of that market.
31. Qualification and solicitation of existing and new accounts through:
    a) Personal visits
    b) Telephone calls
    c) Written correspondence
    d) Participation in promotional events
    e) Participation in industry and community events, as well as trade shows
    f) Travel to industry events and sales calls
32. Promptly respond (within 24 hours) to all inquiries, prospects, and tentative or definite business.
33. Interact with customers during meetings or conventions on the property through:
    a) Personal welcome
    b) Periodic contact
    c) Exit interview for referrals
    d) Participation in pre and post convention meetings
33. Regular contact with future definite meetings.
34. Review meeting quotas, goals and forecasts for quality and quantity of room nights.
35. Referral production for other Peabody Hotel Group properties.
36. Update and maintain recording system including:
    a) Creation of files as per Peabody's SOPs
    b) Maintenance of file system
    c) Following policies and procedures in detail with respect to files and appropriate forms (Definite Booking Summary, Booking Recaps with memos and comments, and log of calls, etc. filled out properly and completely)
37. Be able to enter and retrieve all appropriate information from the Delphi System.
38. Maximize occupancy and average rate of hotel through creative and selective selling.
39. Accurately report the month-end, year-to –date room night and revenue accounts to Corporate Executive members, for revenue increasing opportunities and possible action plans.
40. Report on trends in the industry and local markets.
41. Budget, plan, and execute cost-effective and productive sales trips 45 days prior to your trip.
42. Accurately forecast all strong tentative and definite groups on an ongoing basis, paying particular attention to the forecasted average rate, comp units forecasted, and accurate room night forecast based on history.
43. Maintain a calendar allowing you to meet all established deadlines and planned sales trips. Regular deadlines include (but are not limited to) the monthly forecast and expect-to-turn reports.
44. Maintain up-to-date Delphi traces on all accounts.
45. Maintain accurate Delphi computer information on all new and ongoing leads and accounts, including solicitation efforts.
46. Plan and execute cost-effective and productive sales trips into your assigned territory, to improve and increase our penetration of that market. Trips to be scheduled in conjunction with established show dates of other events.
47. Contact and entertain clients – not only during their site visits, but also while groups are in-house, and through invitations to contacts within the Little Rock area. All clients in-house will be visited twice daily.
48. Maintain and follow OSHA regulations/MSDS.
49. Responsible for overseeing the implementation of hotel wide standards.
50. Prepare weekly work schedules in accordance with staffing guidelines and labor forecast. Adjust schedules throughout the week to meet the business demands.
51. Train and enforce standards in accordance with Standards Manual.
52. Any other duties reasonably assigned by the supervisor.

JOB DESCRIPTION

DEPARTMENT: Sales **POSITION:** Sales Manager

STANDARD SPECIFICATIONS

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves, other associates or guests.

A review of this description has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and requirements are essential job functions.

This job description in no way states or implies that these are the only duties to be performed by the associate occupying this position. Associates will be required to perform any other job-related duties assigned by their supervisor.

This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

_____ Date Received: _____
Associate's Signature

_____
Print Name