



**Sales Manager  
Job Description**

**Essential Job Functions:**

- Responsible for implementing all of the strategies and tactics of the sales efforts for the CVBD, with the goal of promoting and selling the destination to generate economic development for the City of Dunwoody.
- Achieve weekly sales calls goals, through e-mail, phone call, and in-person meetings.
- Coordinate and participate in local promotional events and industry trade shows with a goal towards developing Dunwoody business interests.
- Produce sales leads for destination's hotel partners.
- Follows up on lead sources via inquiry, trade shows and trade publications.
- Converts leads into confirmed business; prepares proposals for customers.
- Assist the direct sales effort by attending sales missions, meetings, trade shows and other industry related functions.
- Ability to lead sales presentations to clients, boards and site selection committees.
- Maintain good product knowledge of the destination including the general area, hotels & services.
- Attend and manage trade show appointments and follow up.
- Assist in planning and executing the marketing plan, particularly where it applies to meetings and groups.
- Attend membership organization networking functions.
- Assist the Director of Sales in generating contact on social media platforms such as LinkedIn and Twitter to engage meeting planners in conversation, feedback, and lead generation.
- Research and report potential lead generation opportunities to the Director of Sales.
- Become familiar with the CVBD CVENT account and respond to leads through the CVENT portal.
- Assist in site visits, FAM tours, meeting planner receptions, and workshops.
- Follow up with planners during lagging bid process times to offer assistance or to answer any questions the planner may have.
- Maintains awareness of industry trends and competing cities (i.e. through trade journals, industry participation and travel)
- Manage client relationships to ensure adequate account servicing
- Manage hotel relationships to ensure seamless customer experience.
- Manage budget respective to individual travel, networking, and entertainment.
- Execute all other duties as assigned by the Director of Sales.

**Minimum Job Qualifications:**

- Bachelor's degree in business, public relations, hospitality, or marketing required.
- A minimum of 1-2 years of sales experience is required, preferably at a CVB or hotel.
- Proficient use of Microsoft Office programs.
- Self-starter with strong organizational skills.
- Strong attention to detail.
- Ability to communicate effectively, verbally and written, with a wide variety of people.
- Ability to manage multiple priorities and meet deadlines.
- This position requires 50% travel and occasional weekend hours.

Please email resume and cover letter to: [Info@DiscoverDunwoody.com](mailto:Info@DiscoverDunwoody.com)

For general inquiries please call: 678-244-9800