



## **SALES MANAGER JOB DESCRIPTION**

Reports To: Vice President of Sales

### **DUTIES AND RESPONSIBILITIES:**

The ATL Airport District Convention & Visitors Bureau is seeking a strategic, resourceful, experienced, and self-directed Sales Manager. This role offers the flexibility to work from home for the majority of the time. However, it requires regular site visits and in-person meetings as needed. The ideal candidate should be based in the metro Atlanta area to ensure accessibility to our partners and clients.

*Essential duties and responsibilities include but are not limited to the following:*

- Generate economic growth for the destination by marketing the ATL Airport District as a meeting and convention destination.
- Identify, solicit, and secure new business through personal sales calls, phone calls, email, and other sources to achieve assigned room night production goals.
- Consistently meet or exceed sales goals as established by management.
- Solicit, coordinate, and prepare hotel proposals and bid documents to be presented for meeting planner's consideration.
- Ability to operate and sell to multiple market segments.
- Manage and maintain existing accounts in assigned segments while expanding the prospecting client pipeline.
- Follow up on leads and inquiries with the appropriate action in a timely manner.
- Attend out-of-town tradeshows, networking meetings, and local meetings to solicit business.
- Ensure effective communication is maintained with clients, hotels, and convention center.
- Oversee the coordination and transition of clients from account sales to account services in conjunction with the Director of Destination Services.
- Evaluate and recommend which amenities and incentives will be offered to potential clients to assist their selection and provide the necessary marketing material to encourage their decision.
- Contribute to the overall success of the organization's goals.
- Possess the ability to work with people at all levels.
- Identify and explore emerging markets. Stay current on competition, industry trends, and practices.
- Build and maintain a strong working knowledge of the ATL Airport District with a deep understanding of destination hotel, venue, and off-site capabilities.
- Exhibit a positive and involved team attitude.
- Actively participates in community and trade organizations that best fulfill the organization's mission and goals.
- Occasional overnight, weekday, and weekend travel is required. Must also be able to be available for non-traditional work hours on occasion.

- Responsible for pre-planning, target marketing, and pre- and post-mailers for trade shows.
- Coordinate and conduct in-person and virtual site tours for qualified meeting planners, highlighting facilities and attractions in the city.
- Assists meeting planners with referrals to local service providers.

#### **EDUCATION REQUIREMENTS:**

- A bachelor's degree from a four-year college or university with at least five (5) years specifically related sales experience, or an equivalent combination (10 years) of education and experience
- Knowledge of general sales techniques is required.

#### **QUALIFICATIONS & SKILL REQUIREMENTS:**

- Candidate must live in Atlanta, GA or the metro area. This is primarily a remote position but employee will be expected to attend meetings and in-person client visits.
- Direct experience in CVB sales is highly preferred.
- Involvement with ASAE, PCMA, MPI and other industry trade organizations a plus.
- The ability to learn and be proficient with industry-specific CRM software (Simpleview) is required.
- Experience with MS Office applications, including Outlook, Word, Excel, PowerPoint, and Teams.
- Ability to prioritize multiple responsibilities and meet deadlines.
- Strong analytical skills to determine the quality of business that results in the best-suited business opportunities.
- Proven skills in sales lead development, persuasion and negotiations, and interpersonal relationship building.
- Excellent communication (written and verbal) and presentation skills.
- The ability and willingness to make routine decisions independently.
- Continual improvement of hospitality, convention, and tourism knowledge.
- Highly developed customer service skills.
- Ability to travel by air and personal vehicles.
- Must have valid registration, appropriate insurance, a good driving record, and a valid driver's license with reliable transportation to travel to off-site appointments.
- Must maintain a professional appearance at all times, keeping within industry standards.
- Demonstrates professional and ethical conduct at all times in accordance with organization policy.
- Contribute to a positive workplace environment by demonstrating superior customer service skills in dealing with internal and external customers, speaking positively when referring to ATL Airport District, and act and speak courteously and professionally at all times.
- Occasional overnight, weekday, and weekend travel is required.
- Must be able to for non-traditional work hours on occasion.
- Responsible for pre-planning, target marketing, and pre-and post-mailers for trade shows.
- Coordinate and conduct in-person and virtual site tours for qualified meeting planners, highlighting facilities and attractions in the city.
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