



## Job Description

**Job Title:** Group Sales Manager

**Reports To:** Director of Sales

**Job Description:** The Group Sales Manager is responsible for building relationships, cultivating interest in the community and generating leads within a specified market segment as assigned.

### Job Responsibilities

#### Account Management

- Build relationships with key constituents in assigned market segment
- Respond to client inquiries' and develop specified leads
- Develop leads and business from existing client files
- Prospect clients in specified market segment to produce leads and bookings

#### Information Management

- Maintain in good order all Sales Lead file folders
- Maintain in good order all Trade Show file folders
- Maintain in good order individual work space & office
- Maintain in good order the sales area of bureau storeroom and inventory
- Maintain traces, leads, bookings & client contacts in bureau database
- Prepare sales statistics for leads, lost business and bookings for monthly board reports as directed
- Manage data in guest room reservations program & software as it relates to bookings

#### Trade Shows

- Coordinate all aspects of assigned trade show management: booth contracts & registration, travel arrangements; shipping of supplies and materials, insurance, check requests and pre show reports
- Schedule pre/post trade show appointments
- Conduct oneself professionally at all tradeshows where the manager represents the community and bureau
- Submit post show expense reports and trip reports in timely manner



### **FAMs & Site Inspections**

- Qualify clients for FAM Trips and Site Inspections
- Conduct site inspections of member hotels, attractions and facilities
- Prepare, organize and participate in sales missions, telemarketing campaigns, FAM Trips and trade shows as assigned in specific market segment

### **Marketing**

- Provide input and assist in the development of sales collateral: GSPG, Meeting Planner Newsletter, pre and post show mailers, etc.
- Assist in developing specific segment marketing & sales plans

### **Professional Development & Affiliations**

- Be a member of and represent the bureau at monthly meetings of industry partners and organizations pertinent to the specific market segment & job development/skill set
- Participate in bureau specific training programs as required
- Participate in outside training and development programs as needed
- Submit quarterly SMART Plans for review and measurement of goals
- Annual Review at year end - June

### **Bureau Services**

- Adhere to standards set before, during and after the sale

Support customer service by assisting with greeting visitors and answering the phones.