

Sales Manager

Job Specification

JOB SUMMARY

As the local, on property sales contact for local and intra – Caribbean customers, the Sales Manager is responsible for proactively soliciting and managing local transient and intra – Caribbean transient (wholesale and leisure)/group and catering related opportunities with significant revenue potential. Manages transient and group opportunities not handled by the Director of Catering Sales. Actively up sells each business opportunity to maximize revenue opportunity. Achieves personal and team related revenue goals. Ensures business is turned over properly and in a timely fashion for proper service delivery. Responsible to learn how to support Marriott's Service and Relationship Strategy, driving customer loyalty by delivering service excellence throughout each customer experience. Provide service to our customers in order to grow share of the account on behalf of the business unit and Marriott International, across the enterprise.

Candidate Profile

Experience

- Prior experience in reactive or proactive sales role in a Marriott or Renaissance property.
- City centre corporate experience required.
- Transient and group solicitation experience preferred.
- Fluency in English and either, or all, following languages: Papiamento, Dutch, Spanish

Skills and Knowledge

- Ability to understand and execute and support Marriott Customer Service Standards and Marriott Brand Standards.
- Ability to work collaboratively with hotel service team in providing exceptional customer service.
- Superior guest and customer relations skills.
- Possesses excellent telephone sales skills.
- Excellent selling skills and understanding of sales processes; can effectively up sell products and services; can bring a sale to closure
- Strong customer development and relationship management skills
- Able to manage time effectively to meet all solicitation and business goals.
- Knowledge of group, extended stay and transient business
- Knowledge of operations and associated challenges for all brands
- Knowledge of all Marriott Lodging products, cultures and brand strategies
- Knowledge of contractual agreements and legal implications
- Knowledge of transient and group forecasting and attrition \
- Knowledge of need time strategy as developed by Revenue Management
- Understands revenue management functions and account profitability
- Effective decision making skills
- Ability to influence others
- Strong problem-solving skills
- Ability to develop and maintain relationships e.g., associates, customers, vendors
- Strong customer and associate relation skills
- Good negotiation skills
- Strong presentation and platform skills
- Strong communication skills (verbal, listening, writing)
- Strong organization skills
- Knowledge of overall hotel operations as they affect department
- Ability to use standard software applications and hotel systems including SFA, Fidelio, EPIC, etc.

Education or Certification

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- High School Diploma or equivalent required; Bachelor's Degree preferred
- Hospitality Management Degree beneficial

Leadership Competencies

Attach the Leadership Competencies template that corresponds to the career band for the position.

Business Results

Balanced Scorecard Results: Supports strategies and conducts activities to drive market share, guest satisfaction and financial results.

- **Sales and Marketing:** Focuses on building the unit's top line revenue by proactively/reactively soliciting and managing large group/catering related opportunities with significant revenue potential. Up sells each business opportunity to maximize revenue. Achieves individual and team sales goals to enable business success.
- **Guest Satisfaction:** Ensures sales information provided to Event Management is accurate, complete and timely and enables units to meet or exceed guest expectations. Continuously focuses on improving guest satisfaction to create customer loyalty and increase market share.

Technical Expertise

The following are specific responsibilities and contributions critical to the successful performance of the position:

Sales and Revenue Management

- Support Marriott's Service and Relationship Strategy by planning and contracting the customer's program and seamlessly turning over to Event Management.
- Executes and supports Marriott's Customer Service Standards, hotel's Brand Standards and the operational aspects of business booked.
- Participates in and practices daily service basics of the brand (MHR Spirit to Serve Daily Basics and Sales Basics).
- Executes exemplary customer service and sales delivery to drive customer/client satisfaction and loyalty by assisting the customer and ensuring their satisfaction before and during their program/event/stay.
- Serves the customer by understanding their needs and recommending the appropriate features and services that best meet their needs and exceed their expectations, while building a relationship and loyalty to Marriott.
- Gains understanding of the hotel's primary target customer and service expectations; serves customer by understanding their business, business issues and concerns, to offer better business solution both prior to, and during the program/event.
- Negotiates services of hotel and executes Business Transient Sales Agreement and/or Marriott's Group Sales Agreement for each business opportunity.
- Partners with Event Management and/or Operations in providing a customer experience that exceeds the customer's expectations.
- Acts as on property liaison with corporate clients to drive confidence and customer preference/brand loyalty as well as expanding on existing market share.
- Works collaboratively with off-property sales channels (e.g GSA's and MIASO) to ensure sales efforts are coordinated, complementary and not duplicative.
- Targets transient/group/catering accounts, markets, or segments with heavy emphasis on proactive solicitation and account saturation and seamlessly handing local group and catering leads to the Director of Catering Sales.
- Responds to, but not limited to, incoming local transient/group/catering opportunities for the hotel that are outside parameters of the Director of Catering Sales.
- Proactively identifies, qualifies and solicits new local and intra – Caribbean transient business to achieve personal and hotel revenue goals. Focus is, but not limited to, local and intra – Caribbean accounts with significant potential sales revenue.
- Handles complex business with significant revenue potential as well as significant customer expectations.
- Develops effective local corporate transient and intra - Caribbean sales plans and actions.
- Understands the overall market - competitors' strengths and weaknesses, economic trends, supply and demand etc. and knows how to sell against them.
- Closes the best opportunities for the hotel based on market conditions and hotel needs.
- Uses negotiating skills and creative selling abilities to close on business and negotiate contracts.
- Utilizes MarrWeb for resources and information (Training Energizers, etc.).

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- Builds and strengthens relationships with existing and new customers to enable future bookings. Activities include sales calls, entertainment, FAM trips, trade shows, Manager's Cocktail Reception etc.
- Effectively develops relationships within community to strengthen and expand customer base for corporate transient/group/catering sales opportunities.
- Effectively manages and develops relationships with key internal and external stakeholders.
- Effectively use sales resources
- Conducts site inspections.
- Creates contracts as required.
- Meets all solicitation goals as set by the Director of Sales.
- Maintains total account Management of all corporate accounts for the property.
- Ensure a sound knowledge of competitor corporate accounts and actions against moving share are in place.
- Ensures all required reports are handed to the appropriate person in a timely and accurate fashion (i.e LCR, Solicitation Reports)

Guest Satisfaction

- Sets a positive example for internal and external guest relations.
- Provides accurate, complete and effective turnover to Event Management.
- Interacts with guests to obtain feedback on product quality and service levels; effectively responds to and handles guest problems and complaints.
- Attends pre- and post-convention meetings to understand group needs, obtain feedback on quality of product (e.g., rooms, meeting facilities and equipment, food and beverage), service levels and overall satisfaction.
- Attends the Manager's Cocktail reception on a weekly basis, where applicable.
- Observes service behaviors of associates and provides feedback to individuals; continuously strives to improve service performance.
- Reviews meeting planner results to understand level of guest satisfaction; continuously strives to improve service performance.
- Ensures that quarterly account updates and semi annual reviews with all corporate transient accounts takes place in an accurate and timely manner.
- Ensures that there is strict adherence to the Marriott BTS agreement format in line with company policy.
- Always takes a positive and proactive approach to the property when attending functions on behalf of the property and when in social situations.

Other

- Performs other duties as assigned to meet business needs.