

Job Title:	<b>SALES MANAGER - 06002</b>	Approved Date: 8-23-04 <input checked="" type="checkbox"/> New <input type="checkbox"/> Revised
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<b>General Position Information:</b> This specific job description covers the basic functions, qualifications, requirements, working conditions and skills necessary, but not limited to for successful fulfillment of this position in accordance to the standards of the company.		
DOL Overtime Status: <u>Exempt</u>	Pay Type: <u>Salaried</u>	Location: <u>Charter One</u>
Employment: <u>Regular Full-Time</u>	Base Pay \$ _____ to \$ _____	Department: <u>Sales &amp; Marketing</u>
Workers Comp Code: <u>9052</u>	Level: <u>Management</u>	Reports to: <u>Director of Sales</u>
EEOC Class: <u>4 -Sales</u>	Benefit Class: <u>(2)</u>	Supervises: <u>n/a</u>

**Position Summary:**  
This individual is responsible for selling the total hotel in active support in the rooms and catering merchandising efforts. Focus on championing customer and owner objectives in support of the hotels Mission Statement is of paramount importance. This position requires active participation in the direct sales effort with focus on market priorities under the guidance and supervision of the Director of Sales. The Sales Manager is expected to have direct involvement with guests.

- Job Specifications/Qualifications: (Min. knowledge, skills, and abilities required)**
- **Education/Training (or equivalent):**  H.S. Degree / GED  College Degree  Certification/License
    - High school diploma or GED required
    - Associate's Degree or Bachelor's Degree preferred.
  - **Experience: (Type of work experience, min. number of years):**
    - Minimum 2 years hotel sales experience preferred. Previous management experience preferred.
    - A track record of success in direct sales in the hotel or related service industry or in a direct customer contact position.
    - Operational/service background or orientation.
  - **Technical or Administrative Knowledge:**
    - Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages.
    - Excellent interpersonal/communication and customer service skills. Excellent written skills.
    - Maintains professional appearance and demeanor at all times.
    - Ability to meet US employment eligibility requirements and Charter One eligibility requirements.
  - **Special Skills and/or Abilities:**
    - "Yes I can" attitude.
    - "Do it now" attitude
    - "Guest First" attitude.
    - "Goal-oriented" attitude.
    - Demonstrated closing skills.

**Physical Requirements and Working Conditions:**  
The physical demands described here are representative of those that must be met by an employee to successfully perform the *essential functions of this job*. Reasonable accommodations that do not cause an undue hardship on the company may be made to enable individuals with disabilities to perform the essential functions, as long as that would not hinder or prevent performance of duties, or be of a safety concern.

**Key to denote % of time requirements necessary to perform essential functions of this job.**  
 0% = Zero (O)    1-35% = Little (L)    36-70% = Moderate (M)    71-100% = Great (G)

- **Physical Requirements:**  **Light:** Lifting 0-10 lbs.  **Moderate:** Lifting 0-25 lbs.  **Heavy:** Lifting 25+ lbs.

L -Bending/stooping	L -Standing	L -Lifting	L -Color / Depth perception
L -Reaching above/below the waist	L -Kneeling	0-Taste/Smell	L -Fine hand & finger movements
L -Pushing/pulling movements	M -Sitting	L -Keyboard	L -Operate motor vehicle
L -Climbing stairs / ladders	M -Walking		L -Operate various equipment

- **Working Conditions and Schedules:**
  - G - Interacting with co-workers, vendors, and customers.
  - L - Exposed at times to fumes or airborne particles, toxic or caustic chemicals, extreme heat, risk of electrical shock, and vibration.
  - M - Exposed to various noise levels (L= office, M= showroom/service area, G= jackhammer/metal works/heavy equipment)
  - L - Office machines, phones, fax, computers, postage meter, etc.
- **Necessary traits for this position:**  Seeing  Hearing  Talking\*  Reading\*  Writing\*
  - Basic comprehension of English language using the traits\* marked above for purposes of safety, management direction and job responsibility, and minimal third party interaction.
  - Proficiency of the traits\* marked above in the following languages for business letters, memos, customer interaction, presentations, demonstrations, employee direction, audits, etc:  English  Spanish  French  Other \_\_\_\_\_

## Job Description (continued)

### **Job Functions, Unique Duties and Responsibilities:**

#### ***Essential Functions include but not limited to the following:***

- Generate maximum revenue in the rooms and/or catering departments through achievement of specific revenue consumption and revenue booking goal levels in support of the hotels established merchandising strategies.
- Actively support the Revenue Growth element of the property Mission Statement by championing assigned market segments and priorities.
- Provide proactive guest service and timely follow up that meets or exceeds customer expectations and company standards.
- Contribute toward the maintenance of a professional and ethical image for the Sales & Catering departments of the hotel.
- Function as a key member of the hotel's management team.
- Guest Satisfaction
  - a. Focus on our hotel mission statement in all operations/sales decisions. Create a guest first priority throughout the Sales department.
  - b. Comply with all policies that impact guest satisfaction
  - c. Ensure prompt response to all inquires and customer requests.
  - d. Ensure proper servicing with customers during the sales, detailing, on-site, post meeting billing and rebooking phases.
- Sales Productivity
  - a. Maintain a sense of urgency to drive revenue.
  - b. Maintain proper and appropriate market focus.
  - c. Maintain a minimum of 90% direct sales & 10% administrative mix of time usage for self.
  - d. Maintain 10:00 am – 4:00 pm as direct selling time.
  - e. Maintain a minimum weekly solicitation level on qualification and solicitation of existing and new accounts.
  - f. Ensure proper and prompt follow up on all sales opportunities.
  - g. Meet or exceed personal revenue consumed and revenue booking goals as outlined on the Weekly Sales Activity Report cumulative throughout the year.
- Leadership/Employees
  - a. Encourage and perpetuate a team attitude amongst all employees and management that focuses clearly on guest satisfaction, delivering what we sold them plus a little bit more.
  - b. Contribute toward a positive, professional and caring work environment.
  - c. Comply with all company policies in the area of personnel administration and human resources within the scope of the Sales Managers responsibilities and duties.
  - d. Focus on appropriate prioritized employee objectives via the Annual goal planning process.
  - e. Utilize the goal planning process to communicate personal and professional needs, development and achievement with Director of Sales.
  - f. Maintain effective communication and feedback with immediate supervisor and appropriate departmental staff.
- Operational
  - a. Develop and follow through on monthly goals and action plans
  - b. Participate actively as a member of the sales and catering team to review and evaluate individual achievements, call plans, market focus, and priorities.
  - c. Comply with any new policies.
  - d. Comply with policies and procedures as outlined in the Charter One Hotels & Resorts, Inc. SOP Manual.
  - e. Participate in all company and required franchise training and certification programs.
- Marketing and Promotions
  - a. Execute marketing and promotional efforts as directed by the Director of Sales and/or General Manager
- Financial
  - a. Fully comply with company accounting, control, direct billing and purchasing policies and procedures.
  - b. Analyze Monthly Market segmentation to determine results of efforts and future needs.
- Business Plan/Budget Process
  - a. Contribute to the development of the Hotel's annual business plan.
  - b. Contribute toward the development of appropriate goals and actions.
- Other
  - a. Participate fully as a member of the hotel's management team.
  - b. Participate in special assignments as requested.
  - c. Adhere to all safety procedures and inform management of any unsafe conditions.
  - d. Attend meetings and training as requested.
  - e. Other duties as assigned based on company needs.

**I have read and understand the above job description. I attest that I can work in these conditions, I am able to perform the job functions, and can fulfill the basic requirements/duties, to include any other reasonable requests that are asked of me. I will immediately notify my Supervisor if I am unable to comply with this job description for any reason.**

**Signature \_\_\_\_\_ Date \_\_\_\_\_**