



POSITION DESCRIPTION

Position Title	Sales Manager
Business Unit	Conference Center Administration
Home Department	Center - Sales & Service
Location	Chevy Chase, MD
FLSA Status	Exempt
Full-Time or Part-Time	Full-Time
Telecommuter Status	Position not Eligible for Telecommuting

Mission

4-H, the nation's largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. In the U.S., 4-H serves every county and parish through our network of 110 universities and more than 3000 local offices. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations, and professional associations. National 4-H Council is the private sector, a non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture within the United States Department of Agriculture.

Position Summary

The National 4-H Conference Center (Center) currently seeks two highly motivated and ambitious Sales Managers to join our team. The Managers will be responsible for selling guest rooms and conference space for multiple market segments. They will also be responsible for adding new accounts to ensure maximization of revenue to achieve budgeted goals. The ideal candidate will have excellent organization and communication skills, with a proven track record of success in targeting and cultivating new business. The Managers will report to the Director of Group Sales and Marketing and will be based full-time at our headquarters in Chevy Chase, MD.

Duties and Responsibilities

Sales Goals and Objectives

- Establish and adjust selling prices by monitoring costs, competition, and supply and demand.
- Identify current and future customer service requirements by establishing rapport with potential and existing customers.
- Maintain sales volume and selling price by keeping current with supply and demand.
- Respond to sales inquiries from potential clients and customers seeking guest rooms, meeting space and food and beverage services.
- Build relationships with new customers to ensure future bookings via outside sales calls, solicitation, and prospecting calls.
- Submit weekly solicitation reports; document and analyze lost business reports.
- Respond promptly to incoming business via phone and web inquiries (respond same day).
- Create Complete Meeting Packages to maximize revenue and meet conference center's financial goals and metrics.
- Ensure that business booked is within Center parameters and follows revenue guidelines set by the Director of Group Sales & Marketing.
- Process all business correspondence within acceptable time limits. Create proposals, contracts, and other business-related documentation as required. Manage and maintain account files.
- Understand the overall market for the property; know the competitors' strengths and weaknesses, economic trends, supply, and demand, etc. and know how to compete successfully.

- Capture best business opportunities based on market conditions and individual property needs.
- Utilize negotiating skills and creative selling abilities to close on business and negotiate contracts.
- Effectively use sales resources and solicitation tools. Conduct property site visits with clients.
- Develop and maintain good relationships with officials and representatives of local community groups and companies and attend out-of-town conventions and industry trade shows to promote new business and increase sales.
- Work closely with Director of Group Sales & Marketing to develop a marketing plan for the assigned market(s) and establish best communication methods to reach the target audience, such as email, social media, and so forth.
- Partner with the operations departments to ensure full participation in servicing accounts.
- Assist and support Account Managers as needed.

Attend Conferences and Trade Shows

- Attend market-specific industry meetings and conferences, such as the American Society for Association Executives, the Meeting Professionals International, the Society of Government Meeting Professionals, the National Coalition for Black Meeting Planners, the International Live Events Association, and others.
- Attend trade shows and exhibit to conventions and conferences in the market segment to capture new business and represent Center at the sales booth.
- Analyze cost effectiveness and return on investment for each trade show/conference.
- Manage collateral materials and sales displays.

Qualifications

- Must have an Associate or Bachelor's degree in Business Administration, Hospitality Management, or related field.
- Must have three to five years of successful experience in proactive hotel group sales.
- Must have the ability to close sales effectively.
- Must have active listening, communication skills, both written and verbal, coupled with customer service and problem-solving skills.
- Must have exceptional organization skills and be detail oriented.
- Must have strong qualifying and closing skills; proficient in follow up with the customer.
- Prior experience with the OPERA Property Management System preferred.
- Must be willing to travel for trade shows, some overnight stays required.
- Must be proficient in MS Office including Word, Excel, PowerPoint, and Outlook.

Travel Requirements: Travel (local, state, national) may be necessary, up to 75% of the time. Would require travel by air, car, rail, or bus.

Position Typically Has The Following Career Ladder:

- Senior Sales Manager
- Director of Sales
- General Manager
- Vice President
- Senior Vice President

ADA Requirements

This job operates in a hotel and conference services environment. The physical demands described here are representative of those that must be met by an employee to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

National 4-H is an Equal Opportunity/Affirmative Action employer.

- Role routinely uses standard office equipment such as computers, telephones, photocopiers, filing cabinets, and fax machines and may require a person to stand and walk for extended periods (up to 8 hours)
- Must be able to lift files, open filing cabinets, and bend or stand as necessary.
- Essential math skills needed to calculate change (money), formulas, commissions, discounts, among others. Must be able to lift to 20 pounds or more.

Competencies

Competency	Level (Beginning, Proficient, Advanced, Mastery)
Communications	Advanced
Critical Thinking	Advanced
Initiative & Innovation	Advanced
Collaboration & Teamwork	Advanced
Customer Orientation	Advanced
Business Mindedness	Advanced
Spirit of Diversity & Inclusion	Proficient

Disclaimer

This position description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of an incumbent. An incumbent may be asked to perform other duties as needed.

Revision Date

5.23.2019