



Company: Recreational Industries Inc.
Division: Wisp Resort
Department: Hospitality
Sub Group: Sales

Title: Day Group Sales Manager	Date: November 22, 2011
Direct Report: Director of Sales & Marketing	Prepared By: Director of Sales & Marketing
Alignment in Organization: 1 st General Manager 2 nd Director of Sales & Marketing 3 rd Sales Manager	Location: Sales Office McHenry, MD

Information on the position (Role in the organization)

- The role of the Day Group Sales Manager is to develop, foster and facilitate the resort’s business through, but not limited to, the direct sales of all recreation segments and day functions.

Major Tasks (major activities and measurable responsibilities)

- Solicits groups from their specific market segment and geographic territories
- Generates proposals and contracts for solicited and returning group business
- Conducts site tours, entertainments and familiarization events on property
- Conducts sales call and blitzes of specific areas
- Responsible for meeting and exceeding established sales goals
- Create up-selling opportunities with Wisp Outdoors, Golf & Winter Groups
- Responds to sales leads received in the sales department within twenty-four hours
- Direct mail campaigns and email blast campaigns to target markets
- Develops appropriate Quarterly Action Plan and follows through on action items
- Assist & support all functions of the Sales Team

Capabilities (The education, skills, experiences and personal characteristics necessary for success in this assignment. In cases where years of experience are used for illustration, these should be considered as MINIMUM requirements.)

- Associates Degree in a related area or equivalent work experience
- Drivers License
- 1 year of direct sales experience
- Experience in coordinating group business and events
- Software knowledge:
 - MS Windows, MS Office including Excel, Word, Power Point, Access, Publisher and similar programs, ability to navigate the internet on IE or Firefox, understanding of basic POS & Property Management Systems

- Strong planning and organizational skills with the ability to handle multiple and varied projects simultaneously under strict time requirements.
- Strong interpersonal skills coupled with proven track record for fostering long term relationships
- Professional phone skills demonstrating confidence and familiarity with company's products and services
- Professional appearance and ability to comfortably speak to groups

Preferred

- Knowledge of recreational offerings at Wisp Resort
- Industry sales experience

Work Relation (Which are the three most important work relations with internal and external partners)

- The incumbent confers regularly with the Director of Sales & Marketing and updates their current contributions and bookings as indicated on the GRC.
- The customers of this position are returning organizations and solicited new business customers. The incumbent **MUST** foster these relationships in an effort to increase the resort's overall profitability.
- The incumbent will work alongside the sales office staff (Conference Service Manager and other Sales Managers) to carry each sale from initial contact to fruition.

Compensation

- Based on experience
- Participation in Sales Incentive Program