



Director of Sales

Company: Braintree Hospitality
Reports to: General Manager

Location: Farmers Branch, TX **Benefits:** Yes
Compensation: \$55,000-\$75,000 DOE

SUMMARY

Oversee the sales operations of the hotel with the goal of maximizing REVPAR and overall revenues for the property and its ownership. Sets sales strategies to achieve overall property goals for both rate and occupancy.

ESSENTIAL FUNCTIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Solicit new and existing business accounts to meet and exceed revenue goals predominately through outside sales calls, relationships, telephone solicitation, site tours and written communication/collateral
- Develop/maintain knowledge of market trends, competition and customers
- Attend trade shows, community events and industry meetings
- Prepare correspondence to customers, internal booking reports and file maintenance
- Finalize all books/contracts in a timely manner servicing guests through the process
- Participate in revenue management call, pre-convention meetings, training and other sales-related meetings
- Assist with hotel budget planning, sales and revenue forecasting and actively participates in the hotel's revenue management process
- Pursue new clients through creative/innovative sales techniques
- Qualify clients, develop proposals, and prepare contracts
- Ensure effective utilization of selling guidelines to maximize revenue contribution from all segments
- Initiate and implement sales promotional programs with travel partners
- Anticipate guests' needs, respond promptly, and acknowledge all guests
- Work with other departments within the hotel to provide quality service to customers
- Train front desk staff and other applicable staff members on sales call process
- Conduct on-site tours, when needed
- Follow-up on group business (pending, tentative and booked) to ensure client satisfaction and materialization at hotel
- Keep abreast of market trends, competitor's activities, and guest/client feedback
- Maintain professional image through appearance and dress
- Other duties as assigned

KNOWLEDGE, SKILLS, and ABILITIES

- Knowledge of hospitality industry and business management fields
- Proficiently speak, read, write, and comprehend the English language

- Able to read and write to facilitate the communication process
- Able to work independently with minimal supervision and desire to participate as part of a team
- Possess proficient computer skills including proficient knowledge of MS Office products, knowledge of brand operating systems preferred
- Knowledge of sales process, client base, and general market knowledge
- Ability to investigate and analyze current activities or information in the sales field and make logical conclusions and recommendations
- Ability to negotiate, convince, sell and influence professionals and hotel guests
- Knowledge of revenue management and successfully forecast business on both short-term and long-term basis
- Develop and maintain rapport with key community contacts to ensure a visible presence in the community
- Lead and be a role model for all team members
- Able to make decisions with only general policies and procedures available for guidance
- Able to study, analyze and interpret complex activities and/or information in order to improve new practices or develop new approaches
- Able to work in fast paced environment
- Able to prioritize, organize, and manage multiple tasks

EDUCATION

Associate degree required, bachelor's degree in hotel/restaurant management, business administration, or management or similar degree preferred, or equivalent combination of education and experience.

EXPERIENCE

At least five years' sales experience. Two to four years' experience in hospitality industry preferred.

SUPERVISORY RESPONSIBILITIES

None.

LICENSES OR CERTIFICATES

Valid driver's license and brand training required.

ENVIRONMENT and PHYSICAL DEMANDS

The physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Most work will be performed indoors in moderate temperatures, controlled by hotel environmental systems. May need to sit, stand, or walk for extended periods of time (5 hours or more). Finger dexterity to operate office equipment, including but not limited to computer keyboard, multi-touch phone, photocopier among others, required. Grasping, writing, repetitive motions, crouching, kneeling, reaching above shoulders, and climbing a ladder while may be infrequent needs, are all required.

Must be able to exert well-paced ability to reach other departments of the hotel in a timely manner.

Vision occurs continuously with the most common visual functions being those of near vision and depth perception. Talking and hearing continuously in the process of communicating with guests and employees.

Employee may be subjected to moderate to loud noise levels from time to time, outdoor weather conditions, work in precarious places, and toxic or caustic chemicals.

Travel in personal vehicle required, usually within 50-mile radius of hotel, occasionally up to 100 miles from hotel. Some travel outside of 100-mile radius for training purposes may be required. Air travel may be required.

Must be able to lift up to 15 pounds frequently, up to 50 pounds occasionally. Must be able to push and pull carts and equipment weighing in excess of 100 pounds in the event of an emergency.

OTHER

Director of Sales may be required to work varying schedules as dictated by the business needs of the hotel. This includes attendance at all scheduled brand and job specific training sessions and meetings. May require nights, weekends, and holidays.

Consistent attendance in accordance with the standards set forth by Braintree Hospitality must be maintained and is an essential element of the success in this role. If the Director of Sales is unable to meet these requirements, he/she will be subject to disciplinary action based on franchisee operating policies, up to and including termination of employment.

How to Apply

Submit resume and cover letter to careers@bt-hosp.com

Equal Opportunity Employer

Braintree Hospitality is an equal opportunity employer and does not discriminate against otherwise qualified applicants on the basis of race, color, creed, religion, age, sex, marital status, national origin, ancestry, disability, handicap or veteran status.

Braintree Hospitality Headquarters: 918 W. Idaho St., Boise, ID, 83702

Office: (208) 519-4000

HR Fax: (208) 917-4626

HR Email: hr@braintreegrp.com