



# NEWMARK HOTELS

## JOB DESCRIPTION

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### International Sales Manager – based in the USA

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| <b>Job Title</b>              | International Sales Manager                              |
| <b>Company</b>                | Newmark Hotels Head Office                               |
| <b>Area of Responsibility</b> | Sales efforts in accordance with the group business plan |
| <b>Location</b>               | USA  |
| <b>Accountable To</b>         | Group Head of Sales                                      |

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### Summary

The International Sales Manager's role is to support the Group Head of Sales in all international sales activities with a specific focus on selling to the hotel's leisure market. Heavy emphasis will be placed on building a strategy and maintaining relationships within this market.

### Key Results Areas

- Researches, establishes and assists in writing the Sales Plan incorporating all areas within each property within the group
- Develops relationships with the major clients and establishes new clients for the properties within the group
- Produces the necessary reports required by Sales Director and/or Management
- Ensures that research work is carried out in accordance with the Group policies and procedures (refer to Group SOP Manual)
- Keeps the necessary records detailing progress with clients and adheres to the "Chase System"

### Organisational Relationships

Liases with Heads of Department, in particular

- General Managers (when required)
- Front Office Managers
- Reservations
- Food & Beverage Management Team
- Executive Housekeeper (when required)
- Banqueting Departments
- Revenue Team

### Responsibilities:

#### Sales Administration

- Ensure all account correspondence is kept in updated files
- All actions listed in account files have the appropriate trace dates
- All client files have complete details of contact names, telephone, fax, email etc which must be loaded and kept up-to-date in the CRM
- Ensures that research work is undertaken in accordance with accepted research standards and growing competitor market intelligence (ie. Competitor rates & key accounts)
- Fosters good relationships with key contacts & product buyers in the leisure sector
- Assist in increasing the number of contacts we have recorded on our Top Accounts and have a plan to send these contacts regular notes and sales information/specials
- Visits potential clients to sell the facilities within each property
- Attends such meetings as deemed necessary by the Sales Director
- Assist in planning & hosting all necessary FAM/Sales Trips/site inspections to each property

- To update and check as necessary all company rates
- Attends and assists the Sales Director in organising participation at trade exhibitions/workshops
- Performs all necessary administrative duties as laid out in the Group Operating Procedure Document (SOP)
- Complete all required reports – daily, weekly, monthly

### **Account Management**

- Maintains a consistent & qualified sales call plan per week
- Understand your clients booking trends, potential volumes and other preferred properties
- To have face-to-face meetings with key influencers and bookers from assigned clients
- To set clear call objectives and complete detailed call reports for each appointment including follow-up/chase system
- To grow list of account contacts to ensure best possible account penetration
- To gain a clear understanding of your accounts' company structure and implement a plan to penetrate all relevant divisions
- To develop profiles for all key influencers, bookers and decision makers and include birthdays, anniversaries, personal preferences etc

### **Business Development**

- To work closely with the Group Head of Sales to identify our competitors Top Accounts
- With support of the Sales & Marketing Co-ordinator, complete research on potential accounts
- To work closely with the Front Desk, Reservations & Banqueting Departments to collect all potential sales leads
- To be aware of key selling points of all properties within the group and to cross sell these on every relevant opportunity
- Attend all required meetings
- Provide a weekly sales update to the Group Head of Sales
- Develops & grows leisure business from the international markets
- Develop & present a sales strategy & budget for the international markets in conjunction with the Group Head of Sales
- Performs any additional duties that may be required or requested by the Group Head of Sales

### **Performance Standards & Assessment**

- The overall results of the properties in terms of sales volumes and key performance indicators
- Achievement of targets, room nights, conferences, banquets, events and functions sold
- Hotel/property revenue budgets will meet/exceed budgeted expectations
- Development of key clients and leads
- Timekeeping and appearance whilst on duty and representing the company outside of the properties
- The quality of the administration practiced and the records that are kept
- That Sales & Marketing expenses will be kept in-line with budgeted guidelines

### **Skills & Knowledge**

- Minimum of 4 years' experience in an international sales position, within the hospitality industry
  - Must have USA trade experience
  - Must have solid relationships within the USA with operators and travel agents.
  - Must have excellent knowledge of South Africa & East Africa
  - Computer literate: MS Word, PowerPoint, Excel and Outlook
  - Sales diploma and/or equivalent
  - Must have excellent interpersonal and communication skills
  - Must have an eye for detail
  - Must be able to plan, prioritise and work well under pressure, in a dynamic environment
  - Must be a good team player and also have the ability and motivation to work under own instruction
  - Excellent sales, influencing and negotiation skills
  - Excellent public relations skills
  - Ability to conclude contracts
  - Corporate sales knowledge advantageous
  - Must be able to do presentations
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