



July 27, 2010

**Sales Manager
Lethbridge Lodge Hotel & Conference Centre
Lethbridge, Alberta
Full Time; Permanent**

ARE YOU LIVELY? With SilverBirch Hotels & Resorts, you can be!

What's In It for You?

- Join our family of supportive team mates who are passionate about service
- "The Perks" including hotel and restaurant discounts
- Growth opportunities within a national multi-brand hotel company
- Industry leading development and training programs
- Learn and collaborate with the best in the industry
- Proud to be Canadian
- We are lively! Come have some fun with us!

We are looking for a Sales Manager at Lethbridge Lodge Hotel & Conference Centre in Lethbridge, Alberta.

Desired Qualifications:

- Proven track record in sales initiatives including relationship building with customers
- Ability to enhance organizational credibility and develop new revenue sources
- Comfortable with personal accountability in regards to meeting set personal/team goals and targets
- Display positive attitude, maintain enthusiasm and celebrate success
- Previous use of up selling techniques, staying ahead of the competition
- Interpersonal skills (both verbal & written)
- Detail oriented and strong time management and organizational skills
- Competitive, self initiative and energetic with the ability to work well in a fast paced and dynamic environment

Duties and Responsibilities:

- Develop, maintain and initiate relationships with key clientele, initiating new revenue sources
- Prioritize time to ensure a balance is achieved between outside sales calls and office duties
- Generate leads by proactively prospecting target accounts within a specific market segment
- Independently responsible for personal sales goals while understanding that each individual on the Sales and Catering team is accountable to each other
- Maintain a good understanding of the competitive set including but not limited to rates, product and clientele
- Strategize with the Sales and Catering team to enhance revenue generation for the hotel
- Prepare proposals, rate negotiations, block space, processing of contracts and follow up utilizing the revenue management team
- Assist with sales leads and coordination of new projects in solicitation of new business
- Compile and update the computer database with account information and key contacts
- Sell other SilverBirch Hotel properties when available sending trace leads and participating in SilverBirch sales initiatives
- Participate in trade show and promotional events within the hotel and travel industry when required
- Conduct site inspections with guests
- Complete all SilverBirch training courses as required



- Assist sales team in strategic planning of budgets and other program including but not limited to: advertising, public/media relations, database/direct marketing and sales promotions
- Acquire knowledge of hotel, in house facilities and local information to respond to guest inquiries
- Follow all Health & Safety policies of the Lethbridge Lodge
- Keep supervisors informed promptly of all problems or unusual matters
- Attend monthly department and training meetings as scheduled
- Follow SilverBirch Hotels Spirit Standards
- Responsible for ensuring all regulatory requirements are adhered to
- Perform other duties as required

Preferred Education & Qualifications:

- Previous hotel sales experience considered an asset
- Reliable personal vehicle required
- Ability to multi task within a high volume, energetic atmosphere
- Flexible and able to travel occasionally
- Ability to work a varied schedule when necessary
- Excellent and proven time management and personal organizational ability
- Energetic and flexible, working well under pressure
- Excellent communication skills
- Team player with a positive attitude
- Previous customer service and/or related experience is an asset
- Self motivated, creative, friendly and capable of working in a team environment

If you are interested in joining the liveliest hotels in Canada, each with their own unique sense of place then we want to hear from you! **Contact us at:**

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www.silverbirchhotels.com

SILVERBIRCH HOTELS & RESORTS IS SUPPORTIVE OF WORKFORCE DIVERSITY AND
ENCOURAGES APPLICATIONS FROM QUALIFIED INDIVIDUALS.