



July 16, 2010

**Area Sales Manager  
Quality Hotel Fort McMurray & Grande Prairie  
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 an Area Sales Manager for the Quality Hotel Fort McMurray & Quality Hotel Grande Prairie.**

Responsible to achieve hotels revenue, profit and customer satisfaction goals by negotiating Corporate IT, Volume Accounts and group business and coordinating the execution of the business with other departments

**Duties and Responsibilities:**

- Developing relationships with key contacts
- Prioritizes time to ensure proactive selling
- Generates leads by contacting and servicing key target accounts within market segment and works with sales team to maximize leads and coordinate new projects
- Secure business through prospecting, networking, presentations, and sales calls
- Create and implement sales procedures to create an efficient sales process
- Prepares proposals, rate negotiations, block space, processing of contracts and following up to secure the business
- Compiling and managing database with account information
- Compiling and analyzing reports to meet overall results, goals
- Understands wholesaler rates and procedures, as well as the hotel's strategy for this segment
- Participates in relevant trade shows and promotional events, and conducts presentations within the hotel and travel industry.
- Compiling and analyzing related industry and hotel
- Conducting site inspections for clients

**Preferred Education & Qualifications:**

- College Diploma in Hotel Management/ business Administration
- Motivated individual who works well both independently and within a team
- Experience in setting and meeting achievement oriented goals and standards
- Ability to prioritize and to meet all deadlines
- Demonstrated strong communication and problem solving skills



- Has an understanding of customer service and is able to implement it on a day to day basis
- Understands customers, builds organizational credibility and develops new revenue sources
- Enhances one's own ability and the ability of other's to contribute
- Manages expenses, maximizes revenues, encourages up-selling and works at staying ahead of the competition
- Displays a positive attitude, maintains enthusiasm and celebrates success
- Listens to all sides of an issue to achieve a successful solution that benefits guests and associates
- Hospitality experience preferred
- Flexibility to travel occasionally
- Must be proficient in Microsoft Word, PowerPoint and Excel

**This individual will:**

- Be able to integrate many activities in order to achieve results
- Is a strong self starter who enjoys challenging projects
- Is a capable negotiator
- Can take charge and is independent worker, who prefers to work in busy environments that requires the performance of a variety of tasks
- Likes the ability to express themselves freely and welcomes the opportunity apply his/her creativity to practical problems

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!

**Apply by July 21, 2010, contact us at:**

**Lisa Phillips  
lphillips@silverbirchhotels.com  
www.silverbirchhotels.com**

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