



July 27, 2010

Sales Manager
Travellers Inn - St. John's, NL.
Full-time, Temporary

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 the Travellers Inn in St. John's, NL.

In the role of Sales Manager you are responsible to achieve hotel revenue, profit and customer satisfaction goals by soliciting and negotiating group business and coordinating the execution of the business with other departments

Duties & Responsibilities:

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

Preferred Education & Qualifications:

- University or College degree 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
- Understands customers, builds organizational credibility and develops new revenue sources
- Manages expenses, maximizes revenues, encourages up-selling and works at staying ahead of the competition



- Hospitality experience preferred
- Flexibility to travel occasionally
- Must be proficient in Microsoft Word, PowerPoint and Excel

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 August 2, 2010 or contact us at:

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www.silverbirchhotels.com

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