



October 27, 2009

## **CORPORATE-GOVERNMENT-ABORIGINAL MARKET SALES MANAGER**

**Reporting to: Director of Sales and Marketing**

**Ramada Hotel and Conference Center**

### **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!

#### **Objective:**

We are looking for a Corporate-Government-Aboriginal Sales Manager at Ramada Hotel and Conference Centre in Edmonton, Alberta. The Sales Manager is responsible for prospecting new group/IT sales in the Corporate, Government and Aboriginal markets. Maintain and grow existing relationships to meet and exceed revenue goals in rooms and catering.

#### **Duties and Responsibilities:**

- Actively pursue potential customers for the hotel through sourcing new business and building on current relationships. This includes leading action plans, prospecting, direct sales calls and site visitations. This includes sales calls in Edmonton, Calgary and Red Deer.
- Ensure the Sales processes are efficient and exceed our customers expectations from inquiry stage to the post event follow up.
- Be passionately curious about sourcing new opportunities of where and when we can grow our revenues.
- Review reports and analyze production and marketshare to be aware of the hotel's positioning and opportunities.
- Enter communication records as required for each contact in Delphi.
- Attend internal and external functions as required.
- Respond to incoming calls and act on all leads quickly.
- Assist other team members to ensure customer response and satisfaction is met.
- Maximize the SilverBirch and brand sales networks by seeking out leads and responding to incoming referrals.
- Ensure client site inspections are customized to their specific needs and wow and delight them to differentiate us from the competition.
- Attend tradeshow and events as required.
- Set achievable calling goals in conjunction with the Director of Sales & Marketing.
- Prepare a three month rolling action plan (i.e. calls, trips, activities, etc.)
- Participate in the Duty Manager program.
- Other duties as assigned.

#### **Preferred Education & Qualifications:**

- College degree in Hotel Management/Business Administration an asset
- Minimum of 3 years of proven hospitality sales experience with strong client contacts
- Excellent verbal and written communication skills



- Familiarity with Delphi is an asset
- Computer skills including: Microsoft Word, Excel, Delphi and/or related catering/sales program

**This individual will:**

- Be a careful and inquisitive worker who is always looking for improvement opportunities
- Be passionate about achieving results
- Want to work independently

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! Those interested in applying are invited to forward a resume in confidence to the attention of:

**Apply by November 3, 2009 or contact us at:**

**Human Resource Services**

**Phone: (780) 453-7344**

**Fax: (780) 453-7333**

**[abauer@silverbirchhotels.com](mailto:abauer@silverbirchhotels.com)**

**[www.silverbirchhotels.com](http://www.silverbirchhotels.com)**

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