



**Job Description: Sales Coordinator**

**Immediate Supervisor: Director of Sales**

**SUMMARY:** Assists Director of Sales in implementing properties sales activities in accordance with the sales plan for the hotel; coordinates with other departments the service activities related to the sales department to maximize client/guest experience and overall profitability. Acts as the liaison between the hotel and the client/guest for all their group, LNR, and meeting needs. Communicates all vital information clearly through group resumes, SalesPro or Delphi, and front desk communication channels. Adheres to all Anderson Hospitality Group, LLC policies and brand specific standards.

**Essential Duties and Responsibilities:**

- Meets weekly sales goals set by Director of Sales.
- Reports to the Director of Sales and is evaluated against planned objectives; with DOS assistance takes appropriate action to maximize revenue in peak and valley periods.
- Contact customers and prospects to arrange and confirm appointments for the director of sales.
- Attends monthly staff meeting to discuss group resumes to maintain favorable working relationships among hotel associates and to promote maximum morale, productivity and efficiency.
- Prepares reports, as requested, to develop a more informative data base for improved management decision making and critical evaluation of work activities:
- Performs all accountabilities in a timely and efficient manner, following established company policy and projecting a favorable image of the hotel. Works to achieve objectives, public recognition and acceptance.
- Keeps the Director of Sales promptly and fully informed of all problems or unusual matters of significance coming to his/her attention, so prompt corrective action can be taken when appropriate.

**Solicits, evaluates, sells, and confirms business to meet budgeted sales and profit margin:**

- Uses the Internet and sales system reports to prospect for potential business.
- Makes prospecting phone calls based on weekly goals
- Qualifies prospective leads
- Assists DOS in researching client's needs and recommending programs to fulfill those needs.
- Negotiates with client to achieve maximum owner profit while also satisfying client needs.

**Coordinates with various departments the activities related to booked business to ensure customer satisfaction and overall property profit:**

- Reviews sales work file of assigned accounts to maintain a proper flow of information within the hotel.
- Coordinates guests needs with each affected department, and clarifies and confirms details of meeting rooms, functions, menus, and audio visual requirements as needed.

**Participates as required in solving problems with other departments related to booked business:**

- Problems of accommodation and function space conflicts.
- Salvaging of accounts, which threaten cancellation.
- Works to reach a compromise between the client/guests needs and property facilities.

**Contact customers in-house to promote good will and foster additional business, repeat bookings, and referrals.**

- Distributes handwritten notes to all arriving guests of our top and target accounts.



**Follows up on progress of groups booked, such as room night pick-up, rooming lists and cut-off dates, with the Front Office Management to insure maximum occupancy daily.**

- Makes the number of maintenance calls required to coordinate all arriving groups, request rooming lists, arrange details for meeting and group rooms and to ensure that contracts are received on a timely basis. (A maintenance call goal will be set by DOS and GM)

**Enhances the property's community image and stays abreast of competition, new developments, and sales methods and techniques in the hospitality industry to maximize profitability.**

- Periodically shops competitive hotels.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must have a flexible schedule and ability to work days, evenings or nights any day of the week, including weekends and holidays.
- Must have exceptional customer service skills
- Demonstrated ability to perform multiple tasks in a busy environment and remain flexible
- Ability to work well in a team environment

**EDUCATION and/or EXPERIENCE:** High school diploma or general education degree (GED); or one to three months related experience and/or training; or equivalent combination of education and experience.

**LANGUAGE SKILLS:** Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other associates of the organization.

**REASONING ABILITY:** Ability to apply commonsense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to ensure individuals with disabilities to perform the essential functions. While performing the duties of this job, the associate is regularly required to stand; use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The associate is occasionally required to walk and reach with hands and arms. The associate must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The noise level in the work environment is usually moderate.

I HAVE READ AND UNDERSTAND THE POSITION DISCRPTION INFORMATION AND HEREBY STATE THAT I CAN PREFORM THE ESSENTIAL FUNCTIONS OF THE JOB WITH OR WITHOUT RESONABLE ACCOMMODATION.

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Print name

Signature

Date