

JOB DESCRIPTION

Job Title:	SENIOR SALES MANAGER
Department:	SALES AND MARKETING
Reports To:	DIRECTOR OF SALES

JOB DESCRIPTIONS

1. Maintains high visibility in the surrounding community and in the hospitality community as required.
2. Maintains efficient sales office procedures and ensures the maintenance of accurate and updated account files and follow-up procedures.
3. Directs sales leads to sales representatives, provides motivation, support, encouragement and directions to all members of the sales department.
4. Maintains all sales systems, such as sales records and reports, conference calendar, traces of history and potentials, logs of groups not previously accommodated and mailing lists.
5. Designs new programs and campaigns, to develop additional sales from the various market niches.
6. Ensures the prompt and systematic servicing of all business accounts (i.e., tracing, booking, contracting, communicating with serviced apartment departments, and following up with group for feedback and future bookings).
7. Identifies and analyses competition, both locally and regionally.
8. Ensure that all outstanding balances from accounts under the coverage area are collected in accordance to the policies and procedures of the Serviced Apartment.
9. Prepares annual Sales and Marketing goals and budgets in cooperation with the Sales Manager and, Director of Sales and Marketing.
10. Prepares working plans to carry out goals, compares actual achievements against goals and corrective actions.

1. Attends major corporate and travel functions i.e. trade shows, promotional events that deal specifically with his/her market areas and any other responsibilities that may be assigned by the Director of Sales and Marketing or General Manager.
2. Plans local sales account management, sales trip under the direct approval of the Director of Sales and Marketing or General Manager to major and potential accounts within his/her specific market areas. Reports to Director of Sales and Marketing on potential market coverage.
3. Provides feedback to Director of Sales and Marketing on changing market conditions, including trends of competition, as a result of direct sales solicitation, telephone, direct mail and email, in his/her market areas.
4. Arranges familiarization and site inspection trips to the Serviced Apartment by major and potential clients.
5. Attends all pre and post meetings as required, arranged by the Sales and Operations personnel.
6. Establishes and maintains files on major active accounts within his/her market areas.
7. Disseminates sales related information to other departments as appropriate.
8. Maintains high level of exposure for the Serviced Apartment in major market areas through direct sales solicitation, telephone, fax, email contacts and written communications.
9. Performs all duties and responsibilities in a timely and effective manner.
10. Provides training and development of Sales Managers, Assistant Sales Manager and Sales Executive.
11. Maximise employee productivity and morale and consistently maintain discipline following Serviced Apartment guidelines and local legislation.
12. Assisting the Director of Sales and Marketing in all potential interviews and recruitment processes.
13. Provide orientation for new employees and recommend promotions, special awards and courses.
14. Assisting the Director of Sales and Marketing in conducting performance appraisal.
15. Liaise with Human Resources on any disciplinary matter.
16. Ensure that all employees have a complete understanding of and adhere to the Serviced Apartment's policy relating to Fire, Hygiene, Health and Safety.
17. Assist in the building of an efficient team of employees by taking an active interest in their welfare, safety and development.

1. Ensure that all employees have a complete understanding of and adhere to the Serviced Apartment's Employees Rules & Regulations.
2. Promote and produces sales leads for sister properties.
3. Participates in weekly/monthly sales and revenue meetings.
4. Maintain the highest standard of professionalism, ethics and attitude towards all Serviced Apartment residents, guests, clients, staffs, and employees.
5. To respond to changes in the departmental function as dictated by industry, company and Serviced Apartment.
6. Performs related duties and special projects as assigned.
7. To carry out any other responsible duties and responsibilities as assigned.

Requirement

1. A college degree in Business or experience in the position. Must be able to speak, read, write, and understand the primary language(s) used in the workplace and by guests who frequently visit the workplace.
2. Previous Serviced Apartment/hotel-related experience, successful sales management experience in hotel or service industry, experience in budgeting and business planning.
3. Requires manual dexterity, grasping, writing, standing, sitting, walking, repetitive motions, visual acuity, hearing, writing, and excellent speaking ability.

Acknowledgement

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(Employee Signature)

Name:

Date: