

**JOB DESCRIPTION**

**POSITION**: Agency Sales Manager

**HOTEL: Exclusive Hotels *and* Venues**

**DEPARTMENT**: Sales & Marketing

**DIRECT REPORT**: Group Sales Manager

**RESPONSIBLE FOR**: Exclusive’s Meetings, Incentive, Conference and Events

**ORGANISATION CHART**

**PURPOSE**

To identify and deliver Meetings, Incentive, Conference and Events and Learning and Development opportunities from our Agency Partners, for the Exclusive Hotels *and* Venues family, in order to support the delivery of the Conference and Meetings Budget

**MAIN ROLE**

* To develop and grow the entire Agency Partner portfolio, identifying new contacts and business opportunities from existing and new potential accounts, in order to deliver year-on-year growth in both opportunity and definite business from the Agency Sector
* To drive and gain support from the Regional Sales Team to grow the Agency business within their nominated territory
* To successfully deliver all pre-set call, appointment, communication and revenue targets
* To support the delivery of the conference and meetings rooms revenue budget for Exclusive

# MAIN RESPONSIBILITIES AGAINST OUR FIVE NON-NEGOTIABLES

**Exclusive People**

* To support the recruitment, induction and training of any new Sales Management Team members, in order to ensure delivery of a consistent best practice across the business
* To foster and develop effective employee relations across the entire business. In particular with your colleagues within the Sales Management Team, the Exclusive M.I.C.E. Sales Team, the Group Marketing Team, on-property Revenue & Sales Managers, Events Teams & General Managers
* To establish and maintain effective internal and external communications, including attendance to Sales Management Team meetings, ensuring optimum teamwork and productivity is delivered and maintained
* To be up-to-date and knowledgeable on key competitor activity
* To report weekly on your planned activity through weekly appointment schedule
* To take ownership and responsibility for the effective administration and maintenance of Delphi content management system, ensuring the account and contact data is up-to-date at all times. Quality data entry must be adhered and demonstrated, as per Exclusive’s standard operating procedures for Delphi data entry
* To be fully efficient in market vision, in order to deliver relevant account & contact reports

## Increase Revenue and Improve profit

* To ensure a clear strategy and sales plan is in place to deliver maximum revenue opportunity from all tiers of the Agency Sector, in order to take the conference, meetings and events business forward for the Exclusive family
* To ensure delivery of the conference and meetings and Learning and Development sales budget across the Exclusive family, through effective measurement and constant review of personal and team performance
* To deliver relevant and profitable enquiries to the Exclusive family, delivering NEW opportunities for both the Hotels *and* Venues, with a particular keen focus on the Learning & Development sector
* To support the conversion of any key enquiries, crucial to the success of the business
* To understand the key business objectives and focuses, in order to deliver opportunities that complement specific business needs for all Hotels and Venues
* To work closely with the support functions within the Group, in order to highlight current market demand and potential opportunities and challenges for the business within the conference and meetings sector
* To carry out pre-set targets set between the Group Sales Manger and Agency Sales Manager in relation to face to face appointments, effective communication plans to all agents, conversion activity on existing enquiries in addition to turned down business opportunities.
* To deliver the pre-set annual revenue target for qualified new and existing business leads

**WOW Experiences**

* To create and deliver Wow show-rounds for new potential Accounts and Contacts
* To ensure that the properties are professionally and relevantly represented when face-to-face with and / or on the telephone with Clients
* To deliver personal wow experiences to each of your Client Accounts and Contacts
* To co-ordinate and support the Hotels and Venues in the organisation of any Exclusive Family opportunities e.g. client showcases, fam trips, trade-shows and exhibitions

## Strong Brand

* To ensure ownership and consistency in the Brand – proposals, direct marketing, Client face-to-face meetings, showcases and fam-trips and marketing collateral
* To be an Ambassador for Exclusive Hotels *and* Venues at all times, identifying and capturing the cross-sell opportunities for all our properties at every appointment, helping to develop and increase awareness and Client loyalty across Exclusive

**Skills & Experience Required**

* Previous role working within the Agency Sector is preferred
* Ability to drive growth, maximising sales and profitability
* Understanding of a luxury hospitality environment or related environment is preferred
* A related business degree is preferred
* Commercial acumen supported by excellent negotiation skills
* Passionate about all areas of sales
* Ability to build and maintain effective internal and external relationships
* Self motivated and driven with ability to work well under pressure, with minimal supervision and maintain high standards and attention to detail
* Professional in approach and image
* Flexible approach to working hours, location and duties
* Excellent telephone manner
* Excellent organisational skills
* A high standard of verbal and written communications in English
* Valid clean UK driving licence

**Health and Safety**

1. To be aware of and comply with safe working practices as laid down under the Health and Safety Act as applicable to your place of work. This will include your awareness of any specific hazards at your work place.

2. To have working knowledge of Allergens and dietary requirements laws.

3. To report any defects in the building, plant or equipment according to hotel procedure.

4. To ensure that any accidents to staff, guests or visitors are reported immediately in accordance with correct procedures.

5. To attend 6 monthly Statutory Fire, Health & Safety training and to be fully conversant with and abide by all rules concerning Fire, Health & Safety.

1. To be fully conversant with:

The Hotel Fire and Bomb Procedures

The Hotel Health and Safety Policy Procedures

Departmental Food Hygiene Regulations

C.O.S.H.H. Regulations

Staff Handbook

**General**

* Each member of the Sales Management Team will be entitled to receive a commission payment and / or a potential year-end incentive for new business delivered – full details of these targets and their terms and conditions will be given as an addendum to your contract
* Sales Management Team must not during, or after the termination of his employment use or disclose to any person (other than in the proper course of employment with Exclusive Hotels *and* Venues) any information of a confidential nature relating to Exclusive or its business. The database of Exclusive Hotels *and* Venues is strictly the property of Exclusive, and any team member departing the business, must not use this data to prospect Clients for their new employer
* Display a professional image of Exclusive Hotels *and* Venues by delivering the company values and demonstrating the courtesy standards and non negotiables at all times
* Keeps immediate supervisor promptly and fully informed of all problems or unusual matters of significance
* To attend all training courses as and when required
* Performs all duties and responsibilities in a timely and efficient manner in accordance with established company policies & procedures to achieve the overall objectives of this position
* As the hotel’s level of business varies considerably, there is a need for flexibility in attitude, approach and working hours
* The above description is not to be regarded as exhaustive. Other tasks and responsibilities of a broadly comparable nature may be added on a temporary or permanent basis, as appropriate.

**NOTE**: This document reflects the job at time of writing and will be subject to periodic change in the light of changing regulatory, operational and environmental requirements. Such changes will be discussed with the jobholder and the job description amended accordingly.

I have read and fully understand and accept all consents listed in this job description and understand that a signed copy be kept on files in Human Resources.

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Employee Name (print) Date

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Employee Name (signature)