

Director of Sales (Phuket Based)

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Company: Renaissance Hotels

Location: Thailand

Category: other-general

JOB SUMMARY

Leads and manages all day-to-day activities related to the sales function with a focus on building long-term, value-based customer relationships that enable achievement of property sales objectives. Achieves personal booking goals and makes recommendations on booking goals of direct reports. CANDIDATE PROFILE Education and Experience • 2-year degree from an accredited university in Business Administration, Marketing, Hotel and Restaurant Management, or related major; 3 years experience in the sales and marketing or related professional area. OR • 4-year bachelor's degree in Business Administration, Marketing, Hotel and Restaurant Management, or related major; 1 year experience in the sales and marketing or related professional area. CORE WORK ACTIVITIES Supporting Developing & Executing Sales Strategies • Works with sales leader to ensure understanding of sales strategy and effective implementation of this strategy for the segment. • Works with management team to create and implement a sales plan addressing revenue, customers and the market for the segment led by the DOS. • Assists with the development and implementation of promotions, both internal and external. Maximizing Revenue • Provides positive and aggressive leadership to ensure maximum revenue potential sets example with personal booking goals). • Recommends booking goals for sales team members. Managing Sales Activities • Monitors all day to day activities of direct reports. • Approves space release for catering to maximize revenue (DOS, Group) in the absence of a Business Evaluation Manager. • Participates in sales calls with members of sales team to acquire new business and/or close on business. • Executes and supports the operational aspects of

business booked generating proposal, writing contract, customer correspondence). Analyzing & Reporting on Sales and Financial Data • Analyzes market information by using sales systems and implements strategy to achieve property's financial room and catering goals. • Assists Revenue Management with completing accurate six period projections. • Reviews sales and catering guest satisfaction results to identify areas of improvement. Ensuring Exceptional Customer Service • Displays leadership in guest hospitality, exemplifies customer service and creates a positive example for guest relations. • Interacts with guests to obtain feedback on product quality and service levels. • Meets with guests during pre- and post-convention meetings to obtain feedback on quality of product rooms, meeting facilities and equipment, food and beverage), service levels, execution against contract and overall satisfaction. • Empowers employees to provide excellent customer service. • Observes service behaviors of employees and provides feedback to individuals. • Incorporates guest satisfaction as a component of department meetings with a focus on continuous improvement. • Executes and supports the company's Customer Service Standards and property's Brand Standards. • Participates in and practices daily service basics of the brand. • Executes exemplary customer service to drive customer satisfaction and loyalty by assisting the customer and ensuring their satisfaction before and during their program/event. • Serves the customer by understanding their needs and recommending the appropriate features and services that best meet their needs and exceed their expectations, while building a relationship and loyalty to the company. • Gains understanding of the property's primary target customer and service expectations; serves the customer by understanding their business, business issues and concerns, to offer better business solution both prior to, and during the program/event. Building Successful Relationships • Develops and manages relationships with key stakeholders, both internal and external. • Works collaboratively with off-property sales channels Event Booking Center, Market Sales, GSO) to ensure the property needs are being achieved and the sales efforts are complementary, not duplicative. • Works with Human Resources, Engineering and Loss Prevention to ensure compliance with local, state and federal regulations and/or union requirements. • Attends customer events, trade shows and sales missions to maintain, build or develop key relationships with GSO Managers and customers. Managing and Conducting Human Resource Activities • Interviews and hires management and hourly employees with the appropriate skills to meet the business needs of the operation. • Utilizes all available on the job training tools for employees.

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