

Sales Manager - Corporate

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Company: Aloft Hotels

Location: Thailand

Category: other-general

JOB SUMMARY

The position assists with the soliciting and handling of sales opportunities. Ensures business is turned over properly and in a timely fashion for proper service delivery. Assists in leading all day-to-day activities related to sales with a focus on building long-term, value-based customer relationships that enable achievement of sales objectives. Achieves personal sales goals.

CANDIDATE PROFILE

Education and Experience

- 2-year degree from an accredited university in Business Administration, Marketing, Hotel and Restaurant Management, or related major; 2 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; no work experience required

CORE WORK ACTIVITIES

Building Successful Relationships that Generate Sales Opportunities

- Works collaboratively with off-property sales channels to ensure sales efforts are coordinated, complementary and not duplicative.
- Builds and strengthens relationships with existing and new customers to enable future bookings. Activities include participating on sales calls, entertainment, FAM trips, trade shows, etc.
- Develops relationships within community to strengthen and expand customer base for sales opportunities.
- Assists with managing and developing relationships with key internal and external stakeholders.
- Provides accurate, complete and effective turnover to Event Management.

Managing Sales Activities

- Participates in sales calls with members of sales team to acquire new business and/or close on business.
- Supports the operational aspects of business booked generating proposal, writing contract, customer correspondence).

Using Knowledge of Market Trends and Target

Customer Information to Maximize Revenue • Identifies new business to achieve personal and location revenue goals. • Understands the overall market - competitors' strengths and weaknesses, economic trends, supply and demand etc. and knows how to sell against them. • Assists in closing the best opportunities for the location based on market conditions and location needs. • Gains understanding of the location's primary target customer and service expectations; serves the customer by understanding their business, business issues and concerns, to offer better business solution. Providing Exceptional Customer Service • Supports the company's service and relationship strategy, driving customer loyalty by delivering service excellence throughout each customer experience. • Services our customers in order to grow share of the account. • Executes and supports the company's customer service standards. • Provides excellent customer service consistent with the daily service basics of the company. • Sets a positive example for guest relations. • Interacts with guests to obtain feedback on product quality and service levels.

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