

Sales Coordinator (Full Time, Permanent)

Job Summary:

The Sales Coordinator role supports The Briars sales initiatives by setting and attaining the monthly as well as annual targets and operates with management and clients to determine business requirements in The Briars target market. The Sales Coordinator is instrumental in building relationships with new business and maintaining relationships with return guests/groups.

Duties & Responsibilities:

- Prepare and conduct site inspections, presentations, proposals and sales contracts
- Generate guest/group leads through internet prospecting, networking and telemarketing (out bound sales)
- Coordinate guest/group requirements
- Actively listen to the guest/group's requirements and recommend "the best fit" for their unique needs.
- Maintain a current understanding of products and services being offered and promote up-sell opportunities
- Identify and resolve guest concerns
- Responsible for monitoring receipt of payments for reservations and issuance of accurate reservation confirmation and invoices.
- Accurately and thoroughly enter data required for all Guest Reservations using Opera Cloud sales tools.
- Prepare and distribute internal group function information IE: BEO
- Prepare Weekly & Monthly Guest/Group summary report and daily changes or additions. Flags to existing reservations or in-house guests.
- Participate in weekly sales/operations meetings
- Greet corporate and meeting groups for orientation and be available to assist during their stay
- Establish and maintain current client relationships; respond to inquiries within 24 hours
- Willing to participate in community and/or business meetings and trade shows
- Prepare sales reports as required
- Respond to complaints from guests/groups and give after-sales support as required
- Responsible to meet individual productivity and quality goals and objectives
- Assist the Sales Director when necessary

Job requirements:

EDUCATION/CERTIFICATION/LICENCING:

Post-Secondary Education Diploma or Degree in Hotel Management, Business or Marketing (preferred but not required)

EXPERIENCE:

- 3-5 years Prior Hospitality sales or similar sales experience required
- Proven experience in sales; experience as a sales coordinator or other related sales position

SKILLS:

Work requires strong professional verbal communication and interpersonal skills with emphasis on positive telephone voice and manners.

Strong negotiation skills and ability to persuade and influence others

Ability to edit, create, compose written materials

Ability to deal with difficult situations and solve problems calmly and pleasantly

Strong organizational skills and ability to transfer from one job function to another while working in a fast paced environment

Strong time management skills with the ability to multitask and prioritize

Comfortable working independently with little supervision and also capable of working as a dedicated member of a team

Accurate record keeping /data entry skills

Mature, warm, self-confident, friendly, congenial personality with excellent people skills to deal with the everyday needs of clients as well as the management and staff

Ability to make decisions based on company policies and procedures

Excellent oral and written communication skills – able to articulate to clients and colleagues and give instructions in a clear manner and deal with guests

Good listener; able to interpret guest needs –tolerant and patient

Must know own limitations and when it is necessary to call for assistance

Strong customer service skills

Optimistic can-do attitude

Good computer skills (MS Office)

Proficiency in English