



Group Sales Manager

Job Summary:

The Group Sales Manager is responsible for marketing and selling Traverse City as a destination for potential groups while representing the interest of all the Traverse City Tourism (TCT) member properties. The Groups Sales Manager's main objective is to increase group business in market segments that include but are not limited to state associations, sports, fraternal, and corporate.

Reports to:

Vice President of Sales

Summary of Essential Job Functions:

- Working with the Vice President of Sales, possess a creative sales approach, display a high level of initiative, and determine best way to pursue clients within assigned markets.
- Conduct in-market sales calls in assigned market segments with the goal of securing group business for TCT member properties.
- Build and maintain familiarization with member properties.
- Increase lead production and develop new business through active sales functions including but not limited to: research, solicitation, prospecting, and site/familiarization tours.
- Working with Marketing to create web and social media opportunities for specific markets.
- Participate in afterhours activities and industry events related to assigned markets.
- Attain membership and become involved with committees in industry associations related to assigned markets to help build networks and potential business contacts.
- Attend TCT meetings as assigned.
- Build positive relationships with clients, vendors and competitive DMO's/CVB's.
- Responsible for all client and member follow-up including lead distribution and correspondence for your assigned market segments in CRM system.
- Conduct site tours and coordinate familiarization trips for current and prospective clients.
- Assist Vice President in the development of yearly sales budget.
- Attend MI Sports Member Meeting and others as assigned via market.
- All other duties as assigned.

Requirements:

- Position requires ability to work closely with Vice President of Sales for initial onboarding and on-going training.
- Proven record of exceeding goals; evidence of the ability to consistently make good decisions through a combination of analysis, wisdom, experience, and judgment.
- Strategic Thinker – anticipating future consequences and trends and developing plans to align with and achieve clearly defined objectives and goals.
- Excellent written and verbal communication skills, to proposals and to represent TCT as well as its members.
- Ability to travel approximately 30% of the time for assignments including but not limited to: outside sales calls, site tours and familiarization trips, industry tradeshow and industry meetings & events.
- Ability to work evenings and weekends.

- Bachelor's degree in Hospitality Management preferred.
- Minimum of two years hospitality sales experience preferred.
- Valid driver's license.

Please send resume and salary requirements to hr@traversecity.com. Resumes will be accepted until Friday, February 24, 2017.