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| Beechwood Pinnacle Hotels  Director of Sales- Holiday Inn Express Downtown Little Rock  Job Description |
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**Reports to:**

General Manager

Director of Sales & Revenue Management

**Requirements and Responsibilities:**

* Assists in pre-opening property Sales requirements
* Leads the sales effort in proactively identifying, qualifying, and soliciting business opportunities through account and market penetration and saturation
* Gains an understanding of each the hotel’s primary target customer and service expectations
* Qualify incoming sales inquiries via phone, email, Meeting Broker, C-vent and all other avenues
* Uses available tools to understand the market conditions and competitors’ strengths and weaknesses and knows how to sell against them
* Respond in a timely and professional manner to all incoming sales leads via phone, email and all lead systems
* Guide clients through booking process for all group and local companies including sending room agreements, banquet event orders, booking links and more.
* Detail meetings, events, banquets, weddings with exceptional communication among the property and with the clients
* Builds and strengthens relationships with existing and new customers
* Conducts hotel tours and site inspections for potential customers either virtually or on property
* Responsible for generating correspondence, Beechwood Pinnacle standardized contracts, proposals, BEOs and reports throughout the sales process
* Represents properties at community and industry events
* Involvement in Revenue Management team decisions, followings rate guidelines by hotel and follow Brand standards
* Assists with social media promotions
* Provide weekly sales call and booking reports as directed

Skills:

* Hotel sales experience preferred
* Clear, effective verbal and written communication skills are essential
* Ability to adapt communication style to suit different audiences, such as effectively communicating with supervisors, coworkers, public etc.
* Experience with Delphi.fdc, and IHG a plus
* Strong computer skills
* Excellent organization skills and attention to detail