



## **Sales Manager**

### **Job Description**

#### **Position Overview**

Grow overall audiovisual revenue and profitability, while maximizing customer satisfaction from pre-event planning through post-event phases of service. Solicit new and repeat business through a proactive sales approach that incorporates consultative selling skills. Cultivate and maintain relationships with key hotel personnel to enhance the overall business relationship with hotel.

#### **Key Job Responsibilities (Weight %)**

##### **Account Management (70%)**

Solicit and secure business for PSAV through a proactive, consultative sales approach and utilize PSAV's CAPTURE- sales process. Obtain definite bookings from the hotel, proactively contact customers, enter d, and create professional bids and proposals by actively using PSAV systems and marketing tools. Utilize an understanding of costs associated with sales, including labour, commission and equipment outsourcing and work within established profitability guidelines. Utilize current company software, systems marketing tools and standard documents. Update software and implement new systems and tools as required by the company. Implement and update PSAV marketing tools as needed and participate in marketing test groups when requested.

##### **Relationship Management (20%)**

Establish and maintain strong working relationships with local customers. Demonstrate examples of outstanding customer service and responsiveness. Demonstrate fundamental communication skills (features, advantages, benefits, handling objections) in all customer contacts. Prepare and present clear and persuasive proposals for new business. Conduct price comparison analysis, and determine pricing. Conduct ongoing competitive analysis of local market. Maintain an information database of all existing customers and leads/referrals

##### **Reporting (5%)**

Assist with reporting as necessary (monthly location reports, capture rate reporting, annual sales plan, property level account reporting, and ad-hoc requests).

##### **Operational Support (5%)**

Provide operational support during shows, driving sales programs with team members and conduct training as needed

**Required Skills**

Minimum of a High School diploma, BS/BA in Business preferred

2 years audiovisual, sales or hospitality experience preferred

Prior sales experience in audiovisual preferred

Knowledge of hospitality industry and sales processes required in addition to the ability to read and decipher financial reports and records.

Strong written and verbal communication skills

**Required Experience**

2 years audiovisual, sales or hospitality experience preferred