

Group Sales Manager

About Lake Nona Wave Hotel

Introducing the Wave Hotel, opening in late 2021 our luxury lifestyle hotel is the very heart of the innovative Lake Nona region. Infusing intuitive technology, access to unique wellness programs and truly inspired restaurant and bar concepts Lake Nona Wave Hotel is truly unexpected. Discover a different side to Orlando that is anything but make believe.

About CoralTree Hospitality

Our team members are the true soul of our company. We think differently. About travel, but also about the ways in which we deliver on our promise to engage, delight, awaken and challenge our team members as well as our guests. We are deeply committed to the foundation of core values that molds our interactions with everyone we encounter – our guests, our clients, our team and our communities. We create engaging, impactful environments that connect people and place, awaken the spirit, and allow team members with talent, integrity and heart to thrive. We believe our team members are the true soul of our company. We invite you to join us on this journey.

POSITION SUMMARY:

The Group Sales Manager will be responsible for developing and executing strategy to foster business following the opening of Lake Nona Wave Hotel. Under the guidance of the Director of Sales and Marketing the Group Sales Manager will be our sole group champion, pro-actively selling through pro-active direct sales, through on-going sales solicitation efforts to prospect new and existing accounts, qualify, set up appointment calls and tours of the hotels, close, confirm and maintain accurate, up-to-date data on group business.

This position develops strategic action plans to drive measurable and incremental sales revenue to ensure all hotel revenue goals are achieved and / or exceed. Closely manage accounts to meet or exceed guest expectations. Identify areas of opportunity and recommend tools and sales training to optimize performance. Effectively communicate to all hotel departments the information necessary to successfully execute the group's needs while maintaining a strong client relationship.

Our 234 key hotel features 12,000sqft of meeting space – experience pro-actively selling small-medium sized groups in a luxury, independent or lifestyle environment is highly desired.

ESSENTIAL JOB RESPONSIBILITIES:

- As a performance base sales and marketing organization, we believe what gets measured gets done. Thus, we require you read and implement Strategic Selling philosophies via CoralTree Onboarding program.
- Target key industries (Finance, Pharma, Technology, Assn, and others) that have the propensity to frequent the Hotel/Resorts competitive set through CoralTree business intelligence tools such as ; Knowland, CVENT, Hoover, Dow Jones, CoralTree Database and LinkedIn Navigator.
- Proactively solicit new and existing accounts to meet/exceed revenue goals through telephone solicitation, outside sales missions, face to face site inspections and written communication as well as Trade Shows

- Collaborate with the CoralTree Global sales and affinity teams to build strong peer network of lead generation. Engage in monthly industry affinity teams that have the propensity to drive lead generation to the Hotel/Resort.
- Engage in CoralTree Global sales mission and tradeshow and be the Hotel/ Resort champion and cultural ambassador for the portfolio. Together we achieve more!
- Generate a minimum of Nine Synergy leads per Quarter (groups with peak rooms' night of 10 room or more for multiple nights). Synergy leads are qualified leads that have the means to book at your sister properties within the portfolio
- In today's environment, marketing is thought to be the better lead generator than sales. With this in mind, Activity promote the Hotel/Resort and YOUR brand on social media via LinkedIn, Facebook and Twitter. Publish articles, Hotel/Resort video's and service excellence.
- Join key local, regional and national professional organization to broaden YOUR reach and visibility within the hospitality or vertical market segment. Example; MPI, HSMAI, SITE, PCMA, and others.
- Review business strategies and determine action plan to meet key revenue, marketing and service objectives. Update action plans and financial objectives quarterly.
- Implements sales action plan(s) in assigned market areas as outlined in marketing plan. Target key accounts.
- Identify new markets and business opportunities to increase sales revenue.
- Acquire and develop new business accounts and preparing sales proposals for clients.
- Provide quick and timely responses and immediate communication to develop professional long-term business relationships.
- Closely following up on all business leads within a 24-hour response time line to clients.
- Conducts daily sales calls and arranges site inspection trips to the hotel for corporate clientele.
- Develop relationships within community to strengthen and expand customer base for sales opportunities.
- Represent hotel in various events and exhibitions.
- Participate in sales calls with other members of the sales team to acquire new business and/or close on business.
- Develop/maintain knowledge of market trends, competition and customers
- Preparation and submission of such regular or special reports as may be required by the Director of Sales & Marketing
- Participate in daily business review meeting, pre-convention meetings, training and other sales related meetings as required
- Support hotel service and relationship strategy, driving customer loyalty be delivering service excellence throughout each customer experience.
- Develop strong relationships with operations team to ensure working in unity and always striving to achieve similar goals.
- Attend all department and hotel meetings as necessary.
- Work with other departments within the hotel to provide quality service to customers
- Maintain strong client relations and ensure that convention specifications are communicated and executed for a successful meeting experience for the meeting planner and attendees
- Monitor and manage room blocks according to contract utilizing group history reports and information given by clients to maximize hotel revenue, making adjustments as necessary
- Review sales contracts as well as other important information, i.e., room block, cutoff date, special concessions and attrition clauses and validate with client prior turnover
- Participate in site visits and plan meetings for upcoming groups and potential affiliate business

ADDITIONAL RESPONSIBILITIES

- Work in a cooperative and friendly manner with fellow employees, set a positive example
- Provide the highest level of guest service to the hotel's clients
- Maintain a clean, neat and orderly work area
- Inform management promptly of any work-related problems or guest complaints
- Promote the hotel through goodwill, courtesy and a positive attitude
- Have professional FUN!
- Attend all scheduled training classes and meetings
- Continue to learn and grow in your position, be curious!
- Perform any reasonable request as assigned or directed by management
- Provide for a safe work environment by following all safety and security procedures and rules
- Perform any reasonable request as assigned or directed by management.
- Keep accurate communications flowing freely among all hotel departments
- Comply with all applicable federal, state and local laws ordinances as they apply to the hotel, guest and employees
- Due to the nature of the hospitality industry, employees may be required to work varying schedules to reflect the business needs of the hotel

EDUCATION AND EXPERIENCE REQUIREMENTS

- Experience pro-actively selling small-medium sized groups in a luxury environment is highly desired.
- Working knowledge of the Orlando market is highly preferred
- Minimum of three to five years hospitality sales experience is required, in a full-service group-oriented hotel or resort.
- Ability to travel and work independently.
- Capable of planning and executing local & national sales calls including detailed follow through
- Professional appearance & demeanor.
- Strong client/guest service skills.
- Working knowledge of reservations and sales & catering systems.
- Ability to portray the hotels as the unique hotel that it is.
- Ability to make verbal and written presentations to both large and small groups