

Job Title: Sales and Business Development Manager  
Date: March 2017  
Direct Report: Executive Director  
Classification: Exempt

### Position Summary

The primary role of the Sales and Business Development Manager is to market and sell the River Region area as a product and destination for meetings, conventions, and group and consumer travel. Additionally, the Sales and Business Development Manager will work with local stakeholders to develop and grow the product of the River Region to grow business and increase the overall visitor experience.

### Duties and Responsibilities

#### Sales

- Generate leads and room nights to hotels and industry partners.
- Maintain ongoing relationships with established contacts and accounts to ensure both continued and/or potential business for the River Region area.
- Serve as liaison between meeting planners, hotels, and venues.
- Maintain client database through Salesforce
- Interact on a daily basis with professional meeting planners, etc. to aid in sales via email, telephone, letters, or meetings.
- Develop, implement and monitor sales strategies to ensure all goals (tentative lead generation, definite hotel room nights, conversion ratios, solicitations, etc.) are achieved.
- Identify new business opportunities through research, solicitation, referrals and other methods within assigned accounts and markets.
- Exercise discretion and independent judgment with respect to potential incentives to finalize negotiations, tradeshow, familiarization tours, site inspections, purchases, entertainment, advising vendors and/or industry partners of tax exemption status, and other matters of significance.
- Prepare proposals, presentations, booths, and materials needed.
- Evaluate industry trade shows, marketplaces and other activities for future participation.
- Manage and coordinate industry related fam tours and site inspections to include but not limited to itineraries, hotel accommodations, facilities, etc.

- Develop markets independently and cooperatively with other destination marketing organizations on a national, regional and state level along with other public and private sector travel officials.
- Research prospective group histories and demographics prior to attending tradeshows, sales missions, and/or fam tours, and conduct subsequent follow-up.

### **Business Development**

- Establish and maintain positive relationships with area hotels, venues, etc.
- Travel to tradeshows, educational seminars, etc. and networking meetings to promote the River Region area.
- Attend relevant industry-related functions as required.
- Involvement in professional and/or civic organizations to enhance networking opportunities.
- Work with Executive Director to cultivate additional visitor offerings.

### **Administrative**

- Assume additional responsibilities as assigned.
- Collaborate with the Communications Department to ensure proper press coverage and visibility for secured business when appropriate.
- Develop sales/business development budget and expense reports
- Prepare ROI and goals for the Board and stakeholders
- Prepare monthly sales/business development reports for the board.

## **Position Qualifications and Requirements**

- College degree
- Strong sales skills
- Excellent communication and organizational skills
- Strong interpersonal skills
- Ability to work flexible hours including overnight travel
- Ability to set and meet multiple deadlines
- Working knowledge of most current technologies and products used in the industry
- Possess valid driver's license and have reliable transportation
- Regularly required to talk or hear, see, sit, stand, walk, use hands/fingers or feet, reach, bend, stoop, climb stairs, and lift up to 25 lbs. *(The physical demands described are representative of those that must be met by an employee to successfully perform the functions of the job.)*

**Disclaimer:** Nothing in the job description restricts management's rights to assign or reassign duties and responsibilities to this job at any time.