

## Positions: **DOS -(Region)**

### Job Responsibilities

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### Sales

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Focus on identifying key existing business and prospect accounts locally and regionally to ensure realization of goals in a timely, professional and profitable manner. Through strategic sales solicitation, achieve the desired positioning of hotel from a RevPar perspective by exceeding the room revenue goals established.

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Active Sales calling on key accounts. Build and maintain relationships with these key accounts and travel agents, PCOs etc and assist Business Development Associates in converting potential accounts.

Work in consultation with the **Head of Sales**, and develop a system of sales territory allocation as well as sales goals in room nights and room revenue for each Executive-Business Development.

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Participate in trade shows, conventions and promotional events within the hotel, the industry and customer organizations as necessary.

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Effectively manage the **PMS** and CRM tool in order to optimize and exceed the sales goals and accountabilities established, and at the same time, track and review performance of each account; direct each customer to the appropriate channel, utilizing Paul John Resorts & Hotels resources and technologies to ensure a seamless contact management platform for coverage throughout all segments

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Participate in the development of the annual sales plan and departmental budget and their effective execution.

Understand market rate trends and participate in developing/reviewing rate structures and conditions applicable to various marketing segments, based on market feedback and conditions.

Develop and implement departmental objectives for the team in line with the hotel objectives.

Forecast, analyze and report Sales and Profit results.

### People

Participate in the selection of associates for the department along with **Head of Sales**

Train, develop, coach and manage the performance of reporting associates to ensure the efficient running of department in order to maximize associate satisfaction, productivity, customer and guest satisfaction.

Conduct regular staff meetings to keep all associates informed.

Ensure that all associates comply with the grooming standards and uniform standards

### Financial

Review all contracts to ensure their accuracy in terms of deposits, settlements and cancellation clauses and terms and conditions as per hotel policy.

Monitor group billing accounts for accuracy, and co-ordinate with Credit Manager, for delayed payments.

## **Market Intelligence**

Identify opportunities and facilitate development of every revenue generating potential  
Effectively measure and report on a timely basis, sales results with updated strategies and competitor information to the **Head of Sales**.

Keep abreast of market trends, prepare and provide analysis and recommendations with respect to competitor and overall market issues

## **Organizational**

The **Director of Sales** will be required to conduct their duties in a courteous, safe and efficient manner, in accordance with the hotel's policies and procedures, brand standards and code of conduct, ensuring that a high level of service is maintained.

Deleted[RAGI RAJAN]: **Head**

## **Job Knowledge, Skills & Abilities.**

- Strategic sales planning
- Knowledge of lead prospecting
- Negotiating techniques
- Strategic account management and planning
- Knowledge of revenue management and segmentation
- Knowledge of market and industry segments
- Customer contact management
- Presentation skills
- Verbal and listening skills
- Writing skills: Able to write plans, reports, and proposals, fluency in English
- Build relationships
- Foster teamwork
- Lead people development by driving continuous improvement
- Demonstrate financial acumen to drive business results
- Communicate effectively
- Well-groomed** and presentable at all times
- Act with integrity
- Exhibit self-confidence
- Make sound decisions
- Self-development
- Taking initiative and ownership
- Customer focus
- Commitment to quality
- Result oriented and responsible
- Influencing others

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## **Education:**

College graduate or hotel management graduate

Experience: A minimum of 10 years experience in progressive sales and marketing positions, with at least two years in a leadership capacity.

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**Additional Skill required:**

Computer skills (Proficiency in Microsoft Office software: Word, Excel and PowerPoint.), analytical and numerical skills, knowledge of revenue management, knowledge of marketing, cross exposure with hotel operations. Knowledge of Opera would be an advantage.

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**JD for Sales Manager.**

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Identify potential acquisition & retention accounts within target market segments, including corporate clients, travel agencies, event planners, and group organizers.

Develop a comprehensive prospecting strategy to generate leads through various channels such as cold calling, networking events, referrals, and industry conference/ trade fairs and scheduled sales meeting and upload the contacts and points of discussion in the CRM tool.

Initiate contact with prospective clients, introduce hotel services and facilities, and showcase the value proposition to drive interest and engagement.

Conduct meetings, presentations, and site visits and showcase the hotels and address client needs and preferences.

Build and maintain strong relationships with acquisition and retention accounts through regular communication, follow-up, and personalized service. Prepare customized sales proposals, contracts, and pricing quotations tailored to the specific requirement.

Negotiate terms, pricing, and contractual agreements to secure profitable contracts while maximizing revenue and occupancy for the hotel.

Coordinate with internal departments such as Revenue, banquets, and reservations to ensure seamless execution and fulfilment of client commitments.

Maintain a robust sales pipeline of acquisition accounts, track sales activities, and update progress in CRM software.

Prepare regular sales reports, forecasts, and performance metrics to monitor sales performance, identify trends, and measure the effectiveness of acquisition & retention strategies.

Stay abreast of market trends, competitor activities, and industry developments to identify opportunities and challenges in the acquisition landscape.

Conduct market research and analysis to assess market demand, pricing trends, and client preferences, and leverage insights to refine sales strategies.

**Job Knowledge, Skills & Abilities.**

Strategic sales planning

Knowledge of lead prospecting

Negotiating techniques

Strategic account management and planning

Knowledge of revenue management and segmentation

Knowledge of market and industry segments

Customer contact management

Presentation skills

Verbal and listening skills

Writing skills: Able to write plans, reports, and proposals, fluency in English  
Build relationships  
Foster teamwork  
Lead people development by driving continuous improvement  
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Communicate effectively  
Well-groomed and presentable at all times  
Act with integrity  
Exhibit self-confidence  
Make sound decisions  
Self-development  
Taking initiative and ownership  
Customer focus  
Commitment to quality  
Result oriented and responsible  
Influencing others

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**Education:**

College graduate or hotel management graduate

Experience: A minimum of 4 years experience in progressive sales positions.

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**Additional Skill required:**

Computer skills (Proficiency in Microsoft Office software: Word, Excel and PowerPoint), analytical and numerical skills, knowledge of revenue management, knowledge of marketing, cross exposure with hotel operations.

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