

Position Description

Sales Manager

Pink Sands Club, managed by Mandarin Oriental



Position Title: Sales Manager

Reports To: Director of Marketing & Commerce

Supervises: N/A

Location: Miami

The Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 30 hotels and eight residences in 20 countries and territories, with each property reflecting the Group's oriental heritage and unique sense of place. Mandarin Oriental has a strong pipeline of hotels and residences under development, and is a member of the Jardine Matheson Group.

Pink Sands Club

Located in the heart of St. Vincent and The Grenadines, Canouan Island is one of the Caribbean's most sought after luxury destinations. Canouan's five square miles of lush, tropical terrain includes a championship Fazio-designed golf course, super-yacht marina, picturesque white-sand beaches and the largest natural coral reef in the Caribbean. The island is easily reached from the nearby islands of Barbados, Grenada and St. Lucia.

Nestled along an idyllic, white-powder stretch of Godhal Beach, Pink Sands Club, Canouan is comprised of elegantly luxurious colonial-style suites and villas designed with impeccable attention to detail. World-class Mandarin Oriental service is delivered with genuine smiles by colleagues who bring a new level of hospitality to the Caribbean. A collection of restaurants and bars offer a variety of culinary delights and al fresco options, while the spa's nine hillside palapa treatment rooms showcase stunning ocean views with therapists meticulously trained to relax, soothe and decompress. The resort also features a beach-side infinity pool, three night-lit tennis courts, a fully-equipped fitness center and kids' club.

Overview of the Position

Responsible for the execution, as directed by the Director of Marketing & Commerce, of a well-defined sales plan and strategy which ensures maximum MOHG exposure and room night/revenue production for Pink Sands Club, Canouan.

Scope of Position

The Sales Manager will be located in Miami and provide support for Pink Sands Club, Canouan. This individual will support strategic business objectives for revenue generation, sales volume and penetration of assigned market segments. Continuous prospecting and development of assigned market segments accounts with related corporate travel management companies for ongoing qualification in Global Delphi. Meet or exceed annual goals/targets of the position.

Duties and Supporting Responsibilities

- Explore new sources of business by developing new contacts.
- Receive sales referrals, leads and general inquiries and follows through to make direct contact as initial step of the solicitation process.
- Seek and contact new potential clients through:

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- Direct enquiry
 - Sales leads - local and overseas
 - Sales Blitz
- Identify and seek out sources of new business through direct sales calls, follow-up on sales "leads," telemarketing, trade show attendance, on-site presentations, and direct mail and special promotions.
- Prepare sales proposals, presentations, agreements and related materials to support the sales process; describes available products, services and resources, and ascertains customer requirements; confirms date availability, quotes rates and prices and negotiates same within the framework of established guidelines; recommends rates and prices outside established guidelines; coordinates elements of the closure process clients.
- Be responsible for room night and revenue production from allocated accounts.
- Entertain potential corporate companies and clients to ensure future business to the hotel.
- Monitor own accounts' monthly production.
- Monitor competitors' performance where it relates to their particular market segment.
- Update all Delphi/Salesforce account profiles and contact people after every call to maintain a proper profile of all accounts.
- Maintain current and timely documentation of all proposals, quotes, and related correspondence related to all sales activities in accordance with internal standards and guidelines.
- Attend daily sales briefings and weekly sales meetings.
- Participate in familiarization visits and entertain as and when required.
- Conduct on-site inspections for the existing or prospective travel influencers, decision makers and end users.
- Participate in sales trips and maintain an accurate log of activity and expenses on all sales trips.
- Prepare weekly sales call reports.
- Distribute seasonal gifts to major supporters.
- Promote seasonal packages and any promotion to major supporters.

Core Competencies

The core competencies for this role are centered on Mandarin Oriental Hotel Group's Guiding Principles.

- Delighting our Clients
- Working with Colleagues
- Promoting a Climate of Enthusiasm
- Being the Best
- Delivering Shareholder Value
- Playing by the Rules

The following knowledge, skills and abilities are essential functions of the job:

- Effectively develop and implement sales strategies and goals.
- Comprehension of all transient segments, their respective sales processes, client development and goal setting process.
- Comprehension of group sales processes and group sales demands.
- Excellent written and verbal English communication skills, with other language skills a plus.
- Proficient in Word, Excel and PowerPoint, as well as Delphi.fdc.
- Knowledge of specific hospitality industry applications, Delphi and Opera preferred.
- Professional and appropriate business appearance and presentation.
- Possess excellent organizational and administrative skills.
- Ability to multi-task and balance the priorities of the position.
- Self-motivated and able work independently without supervision.
- Quality driven with a passion for excellence in guest service and satisfaction.
- Able to work a flexible schedule.
- Able to travel to hotel as required.

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- Ability to work well in a team environment.
- Good administrative, time management & organizational skills.
- Ability to be resourceful, creative and maintain flexibility.

Position Requirements:

- Minimum of 2+ years direct hotel sales management experience.
- Bachelor's degree in related field.
- Proficient in Word, Excel and PowerPoint, as well as Delphi.fdc; must be familiar with booking software and travel industry software.
- Excellent communication skills with fluency in English (both verbal and written).
- Demonstrated superior negotiation skills are required; must be able to persuade and influence key decision makers in the marketplace.
- Prior sales experience with negotiated accounts within the luxury hotel segment will be strongly preferred.
- Must be able to work a flexible schedule that will accommodate the achievement of all business goals and directives.