



Position
Group Sales Manager
Visit Corvallis
Corvallis, Oregon

Summary

The Group Sales Manager position is a full-time sales position based in Corvallis, Oregon, or working remotely reporting to the Visit Corvallis Executive Director. The person in this role is responsible for planning and executing a sales strategy on prospects and maximizing chances of successfully booking of hotels and meeting/sports facilities, especially in the off-season time frames. The ideal candidate utilizes the ability to multi-task by researching and developing sales strategies to include:

- **Prospecting and account relationship development**
- **Sales solicitation activities**
- **Planning and execution of sales missions**
- **Lead generation, qualification and management**
- **Site inspection generation and management (including FAMs)**
- **Industry event management and representation**

resulting in leads, tentatives and, ultimately, bookings for Corvallis making optimum use of time, money, and material resources.

Duties and Responsibilities:

- Solicit and generate new and repeat leads through telemarketing, mailings, emails, referrals, trade shows, sales calls, web research, etc.; referring them to hotel and conference center/sports facilities teams.
- Develops, manages and retains a client base; maintains accurate, legible files and records; keeps records of all sales calls, qualified accounts and lead generation activities in Visit Corvallis' database.
- Coordinates and prepares comprehensive hotel and conference space bid packages including organizing venue responses for meeting planners' consideration.
- Negotiates rates, promotional specials, rebates, and other negotiating tools to develop business proposal and presentations.
- Maintains research on competing cities regarding booked business, marketing and sales strategies
- Makes formal written or oral presentations to Meeting Planners, Board of Directors and/or Government agencies.
- Identify a target account list and develop tailored sales plan in accordance to achieve booking goals.
- Perform trade show solicitation activities with the ability to close and book business.
- Analyzes trade show values to determine best return on Visit Corvallis financial investment.
- Serves as a liaison to the hospitality community. Maintains a relationship with all hotels, facilities, venues and staff community ensuring ongoing understanding of capabilities; resolves issues that might surface and ensures quality lead distribution to the hospitality community.
- Partner with local community contacts in a cooperative effort to generate potential business for the city.

- Function as an official representative of Visit Corvallis and act as a liaison with potential clients.
- Accurately prepares reports and other documents as needed in a timely and efficient manner.

Qualifications:

- Two to four years of CVB and/or Hotel Sales experience in soliciting new meetings, groups and sports business.
- College degree, CMP/CASE certifications preferred.
- Hotel product and staff knowledge; previous portfolio of established clients in group and sports business preferred.
- Knowledge and application of sales methods, procedures and techniques.
- Computer proficiency with MS Windows Office Suite or Google Suite; ability to use media for presentations, networking and events.
- Understanding of social media platforms and their application to relevant work.
- Ability to work independently, exercise good judgment in making decisions.
- Ability to organize, monitor and execute multiple projects.
- Ability to meet deadlines and execute projects on time.
- Possess outstanding communication skills and strong customer relationship skills.

Special Requirements:

Must be available to work and travel outside of normal business hours, which may include nights, weekends, holidays, and hours in excess of normally scheduled hours, when required.

Compensation and Benefits Package:

Competitive pay and benefits, including performance incentives.

We offer a full benefit package: Health insurance, Retirement Plan, Vacation & Sick Leave.

To Apply:

Please send cover letters and resumes to Christina Rehklau christina@visitcorvallis.com by **Monday, October 22, 2018.**