



Memphis Tourism Position Description

Title: National Sales Manager (South-Atlantic Region)

Reports to: Executive Vice President (EVP) - Convention Sales, Sports & Services

Direct Reports: None

FLSA Classification: Exempt

Position Summary

The National Sales Manager is responsible for promoting and selling to groups in the South-Atlantic Region by targeting meetings and conventions that are classified as Association/Corporate, Dance/Cheer/Camps, Heritage/Patriotic/Veterans Reunions, Retail/Merchandise and Restaurant/Foodservice. This position generates awareness through maintaining relationships with hospitality industry providers and partners to enhance the economic impact proactively and continually through convention and meeting group sales.

Essential Job Functions

- Solicit meeting and convention business by contacting planners and third-party buyers associated with various targeted vertical markets. Geographical: FL, NC, SC
- Develop and maintain relationships with meeting planners, groups, and organizations to generate leads and/or group bookings for the City of Memphis and Shelby County.
- Meet and exceed quarterly sales goals as set by the EVP-Convention Sales, Sports & Services.
- Coordinate and arrange sight visits and tours for potential convention and meeting business.
- Accept a leadership role in the development and implementation of sales strategies, objectives, and special sales projects, such as sales missions, blitzes, and telemarketing.
- Utilize the CRM database, Simpleview, to maintain current client files, update traces in a timely manner, and track all correspondence with clients.
- Input all leads in Simpleview within 24 hours of receipt with a note to the corresponding hotels sale managers.
- Responsible for Pre-Trip reports for all travel, planning, attending and follow-up of trade shows and marketplaces to develop sales leads and to generate future business.
- Constantly coordinate with member hotels sales offices regarding leads generated and future opportunities.
- Maintain good rapport with the Memphis Tourism's membership and team.

Position Requirements & Qualifications

Education/Experience

- Requires a bachelor's degree in a related field or equivalent experience and training.
- Requires a minimum of 5 years of hotel or convention/meeting sales experience

Knowledge, Skills and Abilities

- Proven sales success by meeting or exceeding annual sales goals.
- Strong ability to perform well and be unfailingly diplomatic in a high pressure and complex environment.
- A highly effective communicator with the ability to clearly and concisely articulate ideas, concepts, and proposals.
- Drive for results with the ability to juggle competing priorities.
- Be a team player in helping the sales team achieve their annual sales goals while meeting and exceeding your own personal sales goals.
- Proficient computer skills.

Working Conditions & Physical Demands

- Position requires the ability to attend trade shows that involve long hours on a convention/trade show floor with little opportunity to rest, and attendance at local and out-of-town social functions required for networking, etc.
- Must be able to transport luggage, boxes of brochures, etc.
- Requires the ability to conduct tours for potential clients.
- Evening and weekend hours/work required at times over and above the traditional office requirements.
- Requires frequent travel

This is intended to be a description of the general nature and level of work to be performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel in this position.