

JOB TITLE: National Sales Manager
REPORTS TO: Vice President of Sales
DEPARTMENT: Explore Asheville Convention and Visitors Bureau
PAY STATUS: Exempt

PRIMARY FUNCTION/JOB SUMMARY

Successfully position and sell Asheville, North Carolina as a premier convention and meeting destination to Southeast based planners. The National Sales Manager will maximize revenues for meeting properties located in Asheville through direct sales, marketing and designated activities specific to meeting and convention accounts headquartered in the Southeast. Success is measured through meeting established room night and contact goals and increasing the customer base in the region assigned. The National Sales Manager will facilitate execution of sales plans specific to the region and work directly with partners to meet market goals.

BACKGROUND:

Explore Asheville Convention & Visitor's Bureau (EACVB) is the primary destination marketing organization for the Asheville area. The EACVB promotes the destination through out-of-market advertising and sales initiatives. Approximately 3.3 million overnight visitors travel to Asheville annually for leisure and meeting purposes.

RESPONSIBILITIES:

- Develop regional and national corporate and association/event accounts located in the Southeast region.
- Develop and manage an effective sales plan to meet established market goals.
- Expand the base of qualified buyers through new business development and account qualification.
- Demonstrable ability to develop an accurate budget around the sales plan.
- Accurately manage data in the Simpleview CRM database using standard operating procedures. This includes account maintenance, trace input, recording meeting profiles and history and producing and distributing sales leads.
- Prepare creative, high quality bid proposals and presentations to secure group business.
- Develop and maintain effective working relationships with accommodation, attraction and service partners for the purpose of maximizing selling opportunities.
- Responsible for key sales initiatives including regular local sales calls, travel to the region, industry trade marketplaces, sales mission and client events.
- Work closely with vice president of sales to identify new opportunities and develop strategies/tactics to increase sales originating from the region.

QUALIFICATIONS (EDUCATION & EXPERIENCE):

- College degree required
- Four years demonstrable experience in a meeting and convention sales setting
- Commitment to delivering measurable results and achieving established goals
- Ability to tie strategies and tactics to demonstrable results
- Excellent interpersonal, written/verbal communication, organization, planning, and budget management skills
- Must be a self-starting, team player
- Demonstrable ability to manage multiple priorities
- Dynamic, outgoing and positive personality
- Able to establish and maintain strong working relationships with meeting planners, industry partners and the general public
- Valid driver's license and access to a car

- Must be willing and able to work outside the normal 8:30 – 5:00 workday hours and on weekends, as travel, events and other aspects of the job dictate

TECHNICAL KNOWLEDGE:

- Strong keyboarding skills
- Proficiency with Microsoft Office including Word, Excel and PowerPoint
- Familiarity with SimpleView CRM or comparable system a must
- Excellent customer service skills
- Strong written and verbal communication skills

COMPLEXITY OF DUTIES:

Candidate must be a proven self-starter and able to prioritize, juggle multiple projects and meet established goals. Computer skills and utilization of technology is required.

SUPERVISION RECEIVED:

This position works in the Group Sales & Services area of the EACVB. The position reports directly to the Vice President of Sales. While responsible for individual goals, the position works in a collaborative team environment to achieve shared departmental goals and objectives.

RESPONSIBILITY FOR ACCURACY:

Accuracy is highly critical with all aspects of work performed by the group sales and services department. Attention to detail is imperative. The expectation is to self-proof for accuracy, clarity and quality of all documents/correspondence produced.

CONTACT WITH OTHERS:

The position will have ongoing contact with meeting and convention planners, industry partners and the community at large plus regular, personal interaction with an internal 23-person staff large. Required attributes include professionalism, quick-thinking, diplomacy, and a responsive and positive attitude.

CONFIDENTIAL DATA:

This position has access to management discussions, interdepartmental correspondence and database information considered highly confidential. The position will be held to the highest level of confidentiality.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. The position is subject to frequent interruptions which require varied responses. While performing the duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk and hear. The position requires visual acuity, manual dexterity and good eye/hand/foot coordination, bending, lifting, and carrying of sales materials and literature and displays weighing up to 40 pounds.

ENVIRONMENT:

The position will have a private office within a modern office environment.

Submit your application via email to Glenn Cox at gcox@ExploreAsheville.com with the subject line “National Sales Manager – Southeast”.

IMPORTANT: Be sure to include the following two attachments: 1) A current Resume and 2) A Cover Letter. No phone calls or drop-ins.