

Hotel Sales Manager Job Description

Duties and Responsibilities:

- Develop action plans and set objectives for increased revenue and maximum profit for hotel management
- Implement sales and marketing strategies necessary for attracting clients to patronize a hotel
- Maintain a clear understanding of hotel policies and ensure compliance
- Carry out research and analysis to identify new markets and business opportunities
- Oversee the hiring and training of hotel sales representatives and other hotel personnel
- Seek out business with large organizations such as churches, sports clubs or corporate firms to convince them to patronize their hotel
- Prepare and distribute promotional and advertisement materials to create awareness for hotel products/services
- Maintain a complete knowledge of all the services a hotel provides so as to conduct successful sales
- Explain and notify clients of recent upgrades and available options for hotel services
- Oversee the management of client account and service tab
- Collaborate with event and wedding planners to ensure increased patronage and hotel booking
- Oversee the processing of payments and offering discounts to client when necessary
- Assign job duties to hotel personnel and ensure effective performance of assigned tasks
- Supervise the customer service unit of a hotel to ensure compliance with set standards of hospitality and customer service
- Maintain contact with clients to obtain feedback and encourage continued patronage.

Hotel Sales Manager Requirements – Skills, Knowledge, and Abilities

- Education and Training: To become a hotel sales manager, you require a Bachelor's degree in business studies, marketing, finance, in other similar field. You also require several years of experience as a sales or marketing representative, preferably in the hospitality industry
- Persuasive Skill: Hotel sales managers are able to convince potential clients to subscribe to hotel services
- Customer Service Skill: They courteously interact with customers and ensure their needs and requirements are met
- Leadership Skill: They are well versed in coordinating and managing hotel human resources to ensure smooth operations and maximum profit
- Pre-employment tests: To be hired as a manager in a hotel, some recruiters may require taking a test or two to confirm you are the right person for them. Find out the type of [job assessment tests](#) you may be required to take and how to make top scores.