



## Senior National Sales Manager, Mid-West

### **About Visit Baltimore:**

Established in 1982, as a 501(c)(6) not-for-profit corporation, Visit Baltimore is the official destination marketing organization for Baltimore. We are the marketing arm for the Baltimore Convention Center as well as for Visit Baltimore member businesses within the hospitality community. Visit Baltimore brings together the interests of the private sector, government, trade and civic associations and the Visit Baltimore members, in continuing to build the successful convention and leisure travel industry in the Baltimore area.

**Mission:** *Visit Baltimore generates economic benefits for Baltimore City through the attraction of convention, group, and leisure visitors, and works to provide a positive experience for all guests.*

**Values:** Our day-to-day behaviors are the foundation of our workplace culture. Because of this, all our actions must come from a place of respect for ourselves, our colleagues, our customers, our community, and our stakeholders. Grounded in a foundation of respect, we embrace the following values as the principal pillars of our culture:

- Practice Mindfulness
- Empower Collaboration
- Exemplify Adaptability
- Celebrate Diversity

### **Summary:**

As a member of the Sales team, the Senior National Sales Manager will assist in the procurement of booking meetings and convention business for the City of Baltimore. Work individually to cultivate new business and with the Visit Baltimore team to optimize existing accounts and correlating business. The incumbent will be responsible and accountable for meeting and/or exceeding annual sales room night goals, core work criteria as well as sales initiatives as defined in the action plans and the annual sales and marketing plan. Initiate and maintain relationships with counterpart sales staff of all member hotel properties and the Baltimore Convention Center, and keep updated on city information, which may enhance and educate potential client's decision to book their business in Baltimore. Direct all regional sales activity focused on assigned market within designated region; focus sales efforts on generating new meetings and convention center related business opportunities for Baltimore and managing all aspects of the sales process including closing business. Work collaboratively with the Regional Director of Sales and the Senior Director of Sales & Special Events. Act as primary point of contact for relevant market segment sales activities including tradeshow and direct sales initiatives.

### **Duties and Responsibilities:**

- Handle solicitation of all assigned sales accounts within geographic territory and new business development accounts. All core sales functions including solicitation of new business, distributing sales leads, and closing business for hotels and/ or convention center related business. Act as a liaison between member properties and the client.



- Responsible for meeting or exceeding room night and lead goal to support the organizational mission.
- Develop action plans which are target specific, thorough, and quantifiable. Contribute to the marketing plan and budgeting process as it relates to convention sales.
- Responsible for attending industry trade shows, both local and out of town, conduct site inspections, conduct in-person sales calls monthly, participate in FAM trips and direct sales initiatives, represent Baltimore in any community functions and networking opportunities pertaining to convention marketing/sales or Visit Baltimore membership programs to further support team mission and goals.
- Maintain a working knowledge of the hospitality industry within the city of Baltimore. Maintain accurate account and booking information as well as customer profiles in CRM.
- Comply with Company policies and procedures.
- Any other duties as assigned by Senior Director of Sales and Special Events.

**Qualification Requirements:**

Preferred Bachelor's degree in Sales, Marketing, or related field with 4+ years' experience in the hospitality industry with emphasis on convention sales and services. Hotel or CVB experience strongly preferred.

Experience with the formal bid process, proven sales skills as they relate to sourcing new business, qualifying customers, lead development and follow-up, sales presentations, and networking skills.

Familiarity with the meetings industry and experience using assessments, rate negotiations, rebates, and other negotiation tools.

Superior customer service skills with the ability to communicate effectively at all levels.

Excellent organizational, presentation and written and verbal communications skills.

Must be highly motivated and detail oriented.

Able to cultivate positive and effective working relationships with team members, stakeholders and partners.

Computer proficiency with Microsoft Office Suite.

Willingness to work irregular hours and travel out of town to trade shows, meetings, etc. required.

Dependability and professionalism are a must.

**Interested candidates should forward their cover letter, resume and salary requirements to [resumes@baltimore.org](mailto:resumes@baltimore.org).** Visit Baltimore is an Equal Opportunity Employer.