

**Unit HOD, Sales**

Reporting To:	General Manager & Regional Sales Manager
Functional:	Sales
Scope:	Unit
Grade:	As per Unit
Supervises:	Unit Sales Team

Main internal	Unit HOD Sales Team Human Resources team Owners of the Unit General Manager Staff at Various departments
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Main external	Industry and non-industry Associations / Forums  Industry and non-industry  Fortune
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**Main objective / Context**

Sales Manager is responsible to develop and foster business through pro-active direct sales, marketing, telemarketing, direct mail, appointment calls and tours of the hotel. Also develops strategic action plans for hotels to drive measurable, incremental sales revenue.

Responsible for maintaining and continuously increasing a high level of sales performance both for rooms as well as food and beverage services for his own Hotel first and then for other Hotels in the region and finally for the company as a whole

### Main responsibilities & duties

- To formulate a sales programme one year ahead and plan week-to-week sales activities with a view to maximizing the use of staff time and promotional finance
- To research the market on a continuous basis in order to determine where business comes from, how it is influenced, to identify the Hotel's clients and how they arrive in the city etc
- To maintain within the community and in neighbouring marketing areas, contacts with airlines, travel agencies, commercial houses, private clubs, professional associations etc, to produce new business and repeat business for the Hotel. This is to be done by means of personal calls, telephone contacts and written communication
- To keep himself up-to-date of market trends and Hotel selling techniques
- To maintain liaison with corporate sales and marketing team and keep abreast of developments in the chain
- To review internal promotional items on a regular basis to ensure that all Hotel signs, posters, tent cards etc are adequate, visually effective, and consistent with the company standards
- To make recommendations to the general manager for local advertisement campaigns, media selection, timing, copy etc.
- To suggest expenditure for direct mail programmes and special promotions, as well as estimate costs for the expenses of the sales department
- To organize and promote in co-operation with the food and beverage department special projects such as food festivals, promotions, exhibitions, parties etc, in order to stimulate food and beverage sales
- To prepare and execute regular direct mail campaigns which stimulate local interest in the Hotel's facilities by announcing a special event or a promotion
- To set-up appropriate filing systems of existing and potential accounts and keep them up-to-date and properly categorized
- To adhere to strict grooming and hygiene standards
- Stake holder / Owner management
  - ▶ Being in touch with owners / owning board / OB representative on regular basis.
  - ▶ Ensuring that the FPHL Value Proposition to the OBs/ Units are delivered and also adequately marketed/ communicated to the OBs.
  - ▶ Having regular informal conversations with the owners and handling their issues sensitively adopting a win-win approach.
  - ▶ Encouraging OBs to adhere to the terms of the agreement.
  - ▶ Ensuring that the Outstanding with the Units do not go beyond 40 days from the invoice date.

In addition to the above mentioned duties and job functions, any other assignment given on an occasional basis or daily basis by the immediate superior or the management will have to be carried out. **Technical skills**

<p><b>Business Skills</b></p>	<p>Strong organization and time management skills</p> <p>Excellent eye for detail and ability to work independently in tight deadlines</p> <p>Innovative self-starter who is highly creative with excellent interpersonal skills</p> <p>Ability to develop strong and influential relationships at all levels of the organization</p> <p>Ability to work collaboratively and build relationships with owner / OB and other stakeholders</p>
<p><b>Computer Skills</b></p>	<p>Advanced PC skills including Word, Excel, PowerPoint and Outlook</p> <p>Should be able to independently create business case presentations, detailed excel reports/ analysis for the Owning Boards/ other stakeholders.</p>
<p><b>Communication Skills</b></p>	<p>Excellent written and oral communication skills</p> <p>Knowledge (spoken) of regional languages for the Region being deputed would be a plus.</p>
<p><b>Business Travel</b></p>	<p>As and when required. Mostly Frequent (50% of the time)</p>

**Education/Experience**

<p><b>Education</b></p>	<p>Bachelor's in Hotel Management / Diploma (3 years) in Hotel Management from an institution of repute.</p>
<p><b>Experience</b></p>	<p>Should have managed multiple Hotels in the capacity of an Area/ Regional or a Cluster Manager. Alternatively, should have successfully worked as a Sales Manager of a good brand. Proven track record in strengthening the financial health of the business.</p> <p>Should have had 5+ year's experience in managed (hotel) properties businesses.</p>

**FPHL Leadership competencies**

**STRATEGIC MINDSET**

- Demonstrates foresight
- Demonstrates conceptual ability
- Displays ability to sense emerging changes.
- Spots trends and patterns and identified key issues from a mass of data/information.
- Grasps information quickly; picks up nuances, subtleties.
- Understand hoe his/her role impacts others in the function.
- Displays a logical thought process in day to day operations.
- Information from diverse sources to make effective ground level decisions.
- Recognises implications of decisions and alternatives.

**CUSTOMER FOCUS**

- Can see things through the “eyes of the customers.”
- Is aware of internal and external customer needs.
- Has a fair understanding of the business.
- Looks at work issues from the customers’ point of view.
- Is always pre-occupied with delivering the value preposition of the business.
- Displays an understanding of the existing infrastructure, processes and tools used to deliver quality products and services.

**MAKING THINGS HAPPEN**

- Is able to discern the various elements of the company’s competitive vis a vis competition
- Energetic, competitive, persuasive and results oriented.
- Has knowledge of internal and external resources.
- Come up with fresh ideas.
- Demonstrates a high degree of preparedness.
- Displays a good planning, organizing, prioritizing and monitoring skills.
- Displays cost consciousness and an overriding desire to get best value for money spent.
- Takes regular feedback and guidance to successfully achieve planned outcomes.
- Exhibits initiative in taking on higher responsibilities and works beyond his area.

- Contributes meaningfully to discussions involving his/her area.
- Uses mistakes as learning opportunities. Is open to feedback.
- Enhance knowledge /skills base on an on-going basis.
- Execute all relevant compliances and documentation within prescribed schedules.

**LEADING CHANGE**

- Enthusiastic about changes
- Is imaginative
- Thinks out of the box
- Can quickly comprehend the need for the change.
- Open minded when presented with the new perspectives.
- Is comfortable with and gets used to new situations easily.
- Is able to identify and remain focused to achieve desired results even in unstructured situations.
- Asks questions. Challenges and suggests alternatives and more effective ways executing tasks.
- Listens attentively. Shares appropriate information.
- Relates to people at all levels.

**PEOPLE LEADERSHIP**

- Participative, open minded and receptive
- Understands the needs/interests and attitudes of others.
- Is perceptive of non-verbal behaviour.
- Is confident but not arrogant.
- Involves in the resolution of problems.
- Brings energy and direction to activities.
- Shares experiences and information with team members.
- Demonstrates commitment to the team and supports team decisions

**STAKEHOLDER MANAGEMENT**

- Understands the expectations and desires of various partners (property Owners and Owning Boards) and translates them effectively into business goals.
- Displays thorough understanding of business goals and alignment with these.
- Nurtures strong business partner relationships with key vendors/ suppliers at a strategic level.
- Maintains a valuable network of contacts across business areas to drive and support initiative.

- Maintains a healthy and on-going professional relationship with OB representative and ensures open communication.
- Is able to safeguard company interest while managing Owners tactfully.