

Assistant Manager, Banquet Sales

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

Main internal contacts	<ul style="list-style-type: none"> Unit HOD Sales Team Human Resources team Owners of the Unit General Manager Staff at Various departments CHQ
Main external contacts	<ul style="list-style-type: none"> Industry and non-industry Associations / Forums Industry and non-industry publications Bigger Travel Agents Fortune suppliers

Main objective / Context

This role involves coordinating with guests to understand their event requirements, negotiating contracts, and ensuring seamless execution of events. Assistant Managers in Banquet Sales work closely with the sales team to achieve revenue targets by promoting venue facilities, upselling services, and maximizing event bookings. They also play a crucial role in maintaining customer satisfaction, fostering strong client relationships, and continuously seeking opportunities to enhance the banquet sales process and profitability.

Main responsibilities & duties

- **Coordination with guest:** Coordinate with guests to understand their event requirements, provide venue tours, and assist in selecting appropriate banquet spaces and services.
- **Sales and Revenue Generation:** Promote venue facilities and services to potential clients, negotiate contracts, and ensure revenue targets are met or exceeded.
- **Event Planning and Execution:** Oversee the planning, coordination, and execution of events to ensure they run smoothly and meet client expectations.
- **Team Supervision:** Supervise banquet sales staff, providing guidance, training, and support to ensure effective sales strategies and excellent customer service.
- **Customer Relationship Management:** Build and maintain strong relationships with clients, addressing their needs promptly and effectively to enhance satisfaction and encourage repeat business.
- **Financial Management:** Manage budgets and financial targets related to banquet sales, ensuring profitability and cost-effectiveness in operations.
- **Marketing and Promotion:** Collaborate with marketing teams to develop promotional strategies and materials to attract new clients and increase event bookings.
- **Reporting and Analysis:** Prepare regular reports on sales performance, revenue projections, and client feedback for management review and strategic planning.
- **Quality Assurance:** Ensure high standards of service delivery and compliance with health, safety, and legal regulations during events.
- **Continuous Improvement:** Identify opportunities for process improvement, efficiency enhancements, and service innovations to optimize banquet sales operations and enhance overall customer satisfaction.

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

Business Skills	<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</p>
------------------------	--

	other stakeholders
Computer Skills	Advanced PC skills including Word, Excel, PowerPoint and Outlook Should be able to independently create business case presentations, detailed excel reports/ analysis for the Owning Boards/ other stakeholders.
Communication Skills	Excellent written and oral communication skills Knowledge (spoken) of regional languages for the Region being deputed would be a plus.
Business Travel	As and when required. Mostly Frequent (50% of the time)

Education/Experience

Education	Bachelor's in Hotel Management / Diploma (3 years) in Hotel Management from an institution of repute.
Experience	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. Should have had 5+ year's experience in managed (hotel) properties businesses.

FPHL Leadership competencies

STRATEGIC MINDSET	<ul style="list-style-type: none"> • 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.
	<ul style="list-style-type: none"> • Can see things through the "eyes of the customers." • Is aware of internal and external customer needs.

CUSTOMER FOCUS

- 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 proposition of the business.
- Displays an understanding of the existing infrastructure, processes and tools used to deliver quality products and services.
 - Is able to discern the various elements of the company's competitive vis a vis competition

MAKING THINGS HAPPEN

- 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.

STAKEHOLDER MANAGEMENT

- 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
- Understands the expectations and desires of various partners (property Owners and Owing 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.