

Job Role: Regional Sales Manager (Southern Alberta)

Reporting To: Director of Sales & Marketing

Working with the Director of Sales and Marketing and hotel representatives within the Lakeview Hotels & Resorts portfolio of hotels, the Regional Sales Manager is a self-starter who enjoys being part of a team, is organized, highly motivated and ready to take on responsibility.

Objective:

Based out of our Lakeview Signature Inn property in Calgary, Alberta, the objective is to increase awareness and improve the revenue performance of all owned / managed hotels within the Lakeview Hospitality portfolio, with a primary focus on hotels in the following Alberta communities: Calgary, Okotoks, Medicine Hat, Brooks and Red Deer.

Responsibilities:

- 1. Acquire sufficient knowledge of the hotels being offered into the marketplace, i.e. accommodations, rate structures, amenities, nearby services & attractions, etc. in order to effectively promote all hotels, within Alberta and nationally
- 2. Review the competitive set within the assigned market by gathering monthly performance statistics, conducting site inspections, gathering rate information, and being aware of special promotions being offered in order to identify strengths, weaknesses, opportunities, and threats
- 3. Review "calendar of events" within assigned markets, to identify marketing <u>and</u> business opportunities, and follow-up any such opportunities appropriately
- 4. Keep abreast on all construction, infrastructure, oil & gas related projects within assigned communities and follow-up on any such opportunities appropriately
- 5. Conduct direct outside sales calls daily. Sales calls should be directed to:
 - a) New business prospects and referrals; individual and group
 - b) Existing accounts where follow-up and/or relationship strengthening is required
 - c) Lost/inactive accounts to determine reason for loss and the potential to regain lost business
- 6. Develop and adhere to a sales plan aimed at client growth and building revenues
- 7. Sales activities include the following but not limited to: personal sales calls and site visitations, telephone solicitation, e-mail solicitation, newspaper, magazine, web site research and conducting familiarization tours when required
- 8. Maintain comprehensive sales call reports, related files, and follow-up trace system through salesforce.com
- Recommend and coordinate promotional programs to achieve sales objectives with internal resources
- 10. Represent and promote Lakeview Hospitality in a professional manner at trade shows, golf tournament, sponsorship events etc...
- 11. Develop and maintain long-term relationships with clients and distribution partners within various market segments
- 12. Understand the clients' culture and business models and be able to offer value based solutions and options to enhance their business plans and objectives
- 13. Visit tourism sites, convention bureaus, etc. regularly to ensure hotels are well-represented
- 14. Complete other assigned sales related responsibilities designed to improve the financial performance of Lakeview Hospitality

The Successful Candidate will:

- Be a results-oriented, self-starter capable of working with minimum supervision
- Enjoy a record of achievement in a previous sales position
- Possess superior organizational skills and excellent communication skills both oral and written
- Be competent in a computer assisted work environment
- Possess both a valid driver's license and a reliable vehicle
- Be able to travel extensively including overnight travel on occasion
- Directly related experience in a the hospitality industry is preferred but not essential

If you think you are the right candidate for this position, please send your cover letter and résumé to:

Janelle Robin – Director of Sales & Marketing Lakeview Hospitality 600 – 185 Carlton St. Winnipeg, MB R3C 3J1

E-mail: jrobin@lakeviewhotels.com