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# Example of Area Sales Director Job Description

Our growing company is searching for experienced candidates for the position of area sales director. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for area sales director

* Achieve budgeted revenues and personal/team sales goals to maximize profitability within all areas of responsibility
* Work as part of the senior leadership team of the hotels to positively impact the effectiveness of the operation of the hotels
* Manage the team Sales employees, direct the day-to-day activities of the team, plan, organize, and assign work, develop and communicate strategies and goals
* Create and implement the tactical sales plans that drive measurable incremental occupancy, increase average rates, and increase business volume during off-peak periods
* Analyze current/potential market and sales trends and coordinate all activities to maintain and increase revenue and market share through added business volume and increased rates
* Coordinate with other hotel-level departments to facilitate services agreed upon by the hotel’s leadership teams
* Develop and maintain positive relationships with officials and representatives of local community groups
* Prepare Weekly/Monthly reporting on account, individual, segment, and tier production
* Attend Evening Social and Breakfast events as a representative of the management team of all hotels to greet and welcome guests and to prospect for additional sales leads
* Manage, develop and train sales staff in all to ensure area sales and profit targets are achieved or exceeded

## Qualifications for area sales director

* Self-starter who can develop account strategy
* Strategic ability to work with other cross function leaders to gain support and guidance
* Annual departmental budgets and cost control initiatives
* Maintain Company Brand Standards
* Experience with Microsoft Office, Opera and Automated Sales Systems preferred
* Must have previous 2nd level sales management experiences