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# Example of Senior Sales Manager / Sales Manager Job Description

Our company is looking for a senior sales manager / sales manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for senior sales manager / sales manager

* Ability to comprehend and articulate various value propositions including financial value, engineering/technical advantages, sales & marketing
* Developand lead team of direct reports, including Sales Manager, FSRs, OperationsLeader, and Home Depot Specialist
* Lead DSOcommunication strategy and set vision for DSO team meetings
* Assigns appropriate sales goals and assignments to sales staff
* Coordinates resources for specified sales methodology and promotes and reinforces BASE selling concepts
* Lead cross-functional deal teams in coming up with competitive solutions and offerings
* Pricing negotiations – support deal structure and pricing with business value analysis
* Maintains strong, professional relationship with relevant representatives from competitor hotels, business partners and other organisations, especially travel agencies, local business groups and airlines
* Responds to changes in the Sales and Marketing function as dictated by the industry, company and hotel
* Establishes sales objectives by forecasting and developing annual sales quotas for regions

## Qualifications for senior sales manager / sales manager

* Must have good relationship with retailers/buyers
* Organized, implment stractegic planning, team player, goal driven
* Must have perfect merchandising skills
* Must have stronger ability to open the account in Department store(Beall or Bloomingdales or Nordstorm or Lord Taylor or Dillards orBonton...)
* Previous Sales experience is required, preferably in a luxury hotel environment
* Minimum 7 years experience of directly managing a sales team of over 15 direct reports