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# Example of Senior Sales Manager Job Description

Our innovative and growing company is hiring for a senior sales manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for senior sales manager

* Operating within the policies and targets set by the HRC OEM Business Unit
* Defining an integrated sales and marketing strategy incorporating OEM product and technical solutions and value proposition that maximizes short and long term OEM and customer growth opportunities
* Increased product sales based on 1) Successful integration of HRC technology into customer technology
* Gaining access to new or existing technology and business leaders in the region for OEM Products
* Develop productive, exceptionally professional relationships between the strategic account section and key personnel of the organization in specific assigning of customer accounts
* Evaluate and close the best opportunities for the property based on market conditions and property needs
* Gains understanding of the property's primary target customer and service expectations
* Work with third party meeting planners to uncover new business and establish new accounts by attending industry wide events, to include tradeshows, sales mission trips, conventions, and other industry related events
* Work with visit Orlando and Visit Florida to ensure that we are accurately represented and properly positioned on their sites
* Work with CVENT to guarantee that we are able to take full advantage of our membership through proper positioning on the site and accurate representation

## Qualifications for senior sales manager

* Prudent in spending and sensitive towards ROI
* Current or previous experience in 3rd Party markets and Trade Shows is a must
* Should have excellent network in the industry print which could help him position our products and services and win deals in competitive situations
* Minimum 7 years' relevant sales experience, with proven sales record
* Experience in the 'full funnel' sales approach, from prospecting to engagement, pitch, close, campaign launch and relationship building at a senior level
* Strategic account planning and management experience