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# Example of Senior Sales Manager Job Description

Our innovative and growing company is hiring for a senior sales manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for senior sales manager

* Effectively presents hotel benefits and features based on customer needs
* Understands and utilizes all business processes written in support of the sales organization
* Uses all information systems
* Communicates trends, opportunities, and market changes to appropriate parties, as needed
* Understands and actively utilizes company marketing initiatives/incentives to convert cold leads
* Conducts site inspections for customer accounts when appropriate
* Use creativity with proposals, contracts and site inspections
* Build relationships with counterpart interdepartmentally, with vendor partners and competitive venues
* Proficient with booking pace, opportunity dates, group booking requirements, revenue perimeters and SOPs
* Proficient with hotel budget and contract management

## Qualifications for senior sales manager

* Two (2) year assignment as a Sales Coordinator or comparable industry experience
* Endorsement by Business Group President, Sales Lead, and the Corporate Sales Board
* New hire or promotion candidates must be interviewed by two members of the Corporate Sales Board and/or Sales People Development Forum must pass all of the sales entry screening requirements
* Has clear understanding of the effect of cultural elements on the way business is conducted in a country to utilize this knowledge when dealing with clients
* Bachelor's degree from an accredited college or university required with major course work in business administration, marketing
* Minimum 4 years of operations, sales, customer service, business administration, or health care required, based on assigned area