



Example of Senior Manager, Sales Job Description

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Our company is growing rapidly and is looking for a senior manager, sales. 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 manager, sales

- Defining and executing the commercial and distribution strategy in conjunction with marketing and Sector/BU management
- Managing the distribution and channel mix according to the agreed criteria
- Creating and implementing the sales plan, including forecast and AOP, monitoring the sales effort and performance against budget and to take corrective actions, in order to contribute to overall business plan
- Leading, directing and motivating the sales team in order to achieve the predefined sales volume and profit goals
- Contributing to each product marketing plan as to product prices and sales priorities
- Negotiating contracts and prices within the limits of the sales plan and sales policy
- Gaining and maintaining market information and knowledge in order to obtain targeted market shares in all assigned product categories
- Achieve monthly room night goals
- Following Booking Guidelines
- Ensure full maximization of rooms potential

Qualifications for senior manager, sales

- Thorough knowledge of Delphi
- Graduate Degree in Business Administration highly preferred

- Minimum 5 years of relevant corporate room sales experience in the Hospitality industry with proven sales track record
- Minimum five years hotel sales experience
- Local market knowledge preferred, in upscale hotel industry