

# **Business Relationship Manager**

## **Cabot Lodge Jackson North**

### **SUMMARY - POSITION PURPOSE**

Targets results-oriented high revenue potential outside sales calls to ensure a successful direct sales program, in accordance with goals established by department budget and marketing plan. Meets and exceeds revenue goals by developing new accounts and growing current hotel accounts in a profitable and win-win selling approach.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Plans and implements an on-going Targeted Account Development "hit list" in order to create new revenue and acquire valuable hotel contacts, and contracts.
2. Continually targets and prospects for new business through telemarketing, individual creativity and innovation.
3. Acquires referrals from existing accounts: Follows up on all leads within 48 hours of receipt in an effort to create new business for the hotel.
4. Key Account Management: Maximizes current hotel key accounts by identifying and capturing those that offer revenue growth.
5. New Account Development: Captures competitor's accounts through networking, research and reader board surveys in order to target and solicit those most probable to generate new business.
6. Yield Management: Utilizes yield management techniques by profitably negotiating room rates and function space commitments in order to enhance the hotel's financial performance.
7. Account Service and Management: Maintains well-documented, accurate, organized and up-to-date file management system in order to serve client and employer in the most expedient, organized and knowledgeable manner.
8. Develops strong customer relationships through frequent communication and the use of professional, courteous and ethical interpersonal interaction.
9. Develops customer profiles and maintains an effective trace system, including trace dates and references, in order to best meet client needs, resulting in superior account service and increased

### **QUALIFICATIONS AND REQUIREMENTS**

- Two years of college is preferred; a High School diploma or its equivalent are acceptable.
- Six months minimum in sales, customer service related position or hotel experience preferred.
- Recent sales and yield management experience

### **KNOWLEDGE, SKILLS AND ABILITIES**

- General sales techniques.
- Highly developed customer service skills.
- Requires 12th grade level mathematics, spelling and reading skills.
- Computer literacy -- Microsoft Office suite; Cabot Lodge proprietary software programs
- Valid driver's license
- Exceptional public relations and interpersonal skills

**PHYSICAL DEMANDS**

Work equally outside and inside. Lifting of items weighing up to 10 pounds infrequently. Walking. Talking. Hearing. Seeing. Listening. Fingering. Writing English fluently.

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