
Job Description

Title: Group Sales Manager

Reports to: Director of Programming and Group Sales

Department: Programming

Job type: Full-Time Position

Position Description Summary A key member of the Programming Department, the Group Sales Manager position is responsible for bringing new business to the Art of Living Retreat Center (AOLRC), and works directly with clients to cultivate and contract group rentals, including negotiating pricing, schedules, venue space, and finalizing all details related to the contracted events.

Essential Duties and Responsibilities of a Group Sales Manager

- Analyzes current client base or target market for AOLRC to find new leads.
- Devises new ways to expand that client base.
- Reaches out to organizations and businesses that might require a retreat center for conferences and events.
- Meets with representatives from these companies to explain the AOLRC merits and amenities.
- Overcomes hesitations of clients to close a sale.
- Manages accounts of high-profile clients.
- Addresses and resolves any issues or complaints regarding sales.
- Maintains positive relationships with clients to encourage repeat and recurring business.
- Develops a clear understanding of how the campus runs, our standard offerings, limitations, and flexibilities.
- Develops the capacity to sell the unique features of the Center, including vegetarian diet, alcohol/ drug free site, and buffet dining.
- Understands and can easily communicate AOLRC rental policies and their variations.
- Has experience with Sales Force to log inquiry status and correspondence with brief explanation on action.
- Utilizes Group Sales Information document to help determine fit for group rental needs.
- Knows housing pool, types, and price points.
- Ensures information in Sales Force includes who/what the rental group is, any special needs they may have, and any proper contact for when on campus.
- During rental, interface with registration and production to ensure a smooth experience for our rental guest and their participants.

Required Knowledge, Skills, and Abilities

- Demonstrates strong organizational skills.
- Exhibits excellent interpersonal and customer service skills.
- Is willing and able to travel to establish and maintain client networks.
- Demonstrates ability to think creatively and analytically.
- Can create and maintain a large client network.
- Demonstrates familiarity with Sales Force, budget and financial management software.
- Communicates clearly and effectively.
- Is familiar with the workings of the hotel and hospitality industry.
- Demonstrates strong persuasive and negotiation skills.
- Works well with a variety of different individuals.

Education and Experience Preferred candidate will hold a bachelor's degree in Business, Marketing, or Finance, and also have several years of experience in the sales and marketing sector, preferably in the hospitality section. Ideally, this person also has experience in the health and wellness industry. Applicants should also have held a lower level managerial position prior to their appointment as Group Sales Manager.

Work Environment The Group Sales Manager spends time in their office overseeing high profile bookings, researching potential clients, processing paperwork, and making calls. They also attend the group rental client events at AOLRC to ensure a successful experience for the client and their participants. Local and national travel to meet with prospective clients or attend sales conferences will be necessary.

Candidate preferably lives in Atlanta, Georgia, Charlotte, North Carolina, or one of the larger cities in North Carolina or Georgia where access to large organizations is possible.

Salary: Base salary and commission commensurate with experience

Job Type: Full-time