



**Sales Manager or
Director of Sales**
Full Time-undetermined
JOB DESCRIPTION



Department	Sales Manager or Director of Sales
Reports to	Hotel Manager
Type	Full Time – 5 days per week
Starting date	As soon as possible

Hotel Description

Silva Hotel Spa-Balmoral is a four star independent hotel with 126 rooms and 16 meeting rooms, a gourmet restaurant, 2 bars and a wellness center (www.silvahotelspabalmoral.be). We are looking for a Sales Manager or Director of Sales. The Sales Manager or Director of Sales will be a lot outside the hotel promoting the destination Spa and our beautiful hotel & facilities. Starting as soon as possible:

Requirements for this function

- Trilingue: French / Dutch / English. German or another language is a plus
- Bachelor or Master Degree
- 3 years 'experience in the relational or commercial domain with high commercial skills
- Team Leader & Player
- Excellent presentation, commercial sense, flexibility
- Proactive thinking, creative
- Organisation, communication, administration skills
- Able to read and interpret financial data

Main duties

- Intensive prospection of potential clients, business, associations, MICE & travel agencies
- Daily contact with existing and potential clients
- Participation in fairs & workshops
- Participation to lots of networking events, cocktails, client dinners
- Creation & implementation of a strong Sales & Marketing plan
- Establishment of budgets & monitoring, expenses management
- Achieving targets as defined in the yearly Sales & Marketing plan.
- Share the actions to be undertaken among the sales team.
- Detect/Select, establish contacts and make appointments with top accounts. Inform event organizer about the hotel facilities, the packages, prices. Ensure high level site inspections
- Build strong relationships with customers to fully understand their needs
- Focus on a consistently executed up-selling approach
- Organization of regular sales meetings to Seek opportunities to increase sales and conversions within the Team

Responsibilities:

- Responsible for all the procedures and financial results in his department
- Responsible of the service quality in his department and the work of his colleagues, he achieves goals by constantly motivating his team(depending on the position)
- Responsible of the control and respect of the plans such as described in the Sales & Marketing plan
- Report to the Hotel Manager

BENEFITS

- Salary to be defined following the profile and the experience
- A company car with petrol card

If you think you are the right candidate send you CV and cover letter to:
Katja Kleingeld – Sales & Marketing Manager - katja.kleingeld@silvahotel.be