

## **Sales Director - Weddings and Special Events – Napa Golf Course**

Are you passionate, driven, ambitious, fun, creative and enjoy being accountable for great results? Can you see yourself embracing the role of Sales Director in one of the most beautiful events destination locations in the world, the glorious Napa Valley? The Sales Director at Napa Golf Course must be inspired by a commitment to deliver a wedding and special event experience that exceeds the expectations of our guests. We are seeking a creative innovator, with experience in providing outstanding customer service. A Sales Director who is dedicated to satisfying the needs of our clients and creating an awesome experience for their guests. The Sales Director will work to make Napa Golf Course a preferred location in the marketplace. Experience in events sales/planning is not necessary, we are willing to consider an exemplary customer service focused individual who wants to OWN this role, who has a lot of energy and dedication to service! Is this you?

Essential Functions include:

### **Sales**

- Develops comprehensive knowledge of customer and market needs
- Executes the sales plan using effective sales techniques
- Generates leads; primarily uses telemarketing and networking through current customers for lead generation but may attend trade shows and industry events
- Converts prospects to clients; successfully conducts telephone sales calls to both new and existing customers, and uses effective closing techniques
- Identifies customer needs and uses in-depth product knowledge to prepare winning proposals. Balances Company and customer needs to create win/win situations
- Convincingly presents proposals over the phone and in person during site inspections and appointments
- Successfully up-sells existing clients to higher value items
- Handles objections and solves customer problems
- Establish relationship with associations/business organizations

### **Customer Service**

- Ensures prompt responses to customer inquiries within 24 hours.
- Ensures complete and accurate product details are communicated to the operations team to ensure proper execution of product promised
- Follows up with customer within 24 hours after the event to further develop the account and to gain testimonials.
- Uses customer relationship software to effectively plan and manage the activities in the assigned markets and to track productivity of these sales activities
- Maintains proper personal organization; manages time well, and maintains accurate records
- Works with Sales Assistant to collect payments; maintains accounts receivable within aging guidelines

### **Additional Responsibilities**

- Attend applicable meetings as designated or necessary
- Other duties as assigned by the General Manager

### **Job Specifications / qualifications**

- Sales or customer service experience.
- Prefer Associates Degree but not required

- Prefer hospitality experience but not required
- Moderate computer skills are essential; will frequently work with Microsoft office products as well as CRM software.
- Analytical skills required to identify and exploit selling opportunities
- Sells primarily by telephone; must have excellent oral communication skills
- Proposal writing is required, must communicate effectively in written form
- Establish and maintain effective working relationships as required by job responsibility.
- Must have ability to persuade and influence people
- Must have proven leadership skills
- Must be able to listen effectively, assesses the situation, determine relevant issues, and identify solutions.

Compensation: Base hourly wage of \$18-\$22/hour, plus commissions of \$5,000 - \$10,000 potential annual bonus.

Apply online at: <https://home.eease.com/recruit/?id=15382161>

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