

Vertical Manager Sales

Reporting To:	Regional Manager, Sales
Functional:	Sales & Marketing
Scope:	Region of Posting
Grade:	FM4
Supervises:	RSO Sales Team

Main internal contacts	Executive leadership for Fortune Park Hotels Ltd Sales Team Human Resources Team RSO – Ahmedabad Unit Sales Teams in Gujarat Region RSMs Operations teams- Managers at CHQ and General Managers Owners/ OB Reps of Fortune Properties Staff at various Fortune Hotels.
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Main external contacts	Industry and non-industry Associations / Forums Corporates and Agents based in Gujarat Region Recruitment Firms Industry and Non Industry Forums based in Gujarat Trade and Industry associations based in Gujarat Region
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Main objective / Context

Responsible for maintaining and continuously increasing a high level of sales performance both for rooms as well as food and beverage services Hotels in the region and finally for the company as a whole. Manages the property's reactive and proactive sales efforts. Provides day to day leadership to sales associates to achieve property sales objectives with overall responsibility for achieving booking goals and property revenues. Implements the brand's service strategy and applicable brand initiatives in all aspects of the sales process and focuses on building long-term, value-based customer relationships that enable achievement of the hotel's' sales objectives. Evaluates the property's participation in the various sales channels (e.g., Area Sales, Group Sales within the Sales Office, electronic lead channels, etc.) and develops strong working relationships to proactively position and market the property. Manages the Sales budget to enable development of property specific campaigns, promotions and collateral to drive revenue and meet company objectives. Interfaces with regional marketing communications for regional and national promotions pull through. Develops and implements property-wide strategies that deliver products and services to meet or exceed the needs and expectations of the brand's target customer profile and property associates and provides a return on investment to the owner and Fortune Park Hotels Ltd.

Main responsibilities & duties

- **Driving top line delivery of hotels and regional sales offices in state:**
 - ▶ Driving Top Line for 14 Hotels in region
 - ▶ Driving assigned targets for Regional Sales Office

- **Performance Management**
 - ▶ Engage with Hotel Teams to drive required performance parameters for both B2B and Retail Segments
 - ▶ Create regular monthly connect with Hotel GM's and Owners on hotels performance indices and improvement plans
 - ▶ Review and guide RSO/SO performance to achieve required performance parameters.

Technical skills

Business Skills	<p>Strong Market understanding with ability to strike balance between B2B and Retail segments</p> <p>Ability to carry unit level interactions with clear understanding and action points relevant to hotel micro market, which can be then framed as action points</p> <p>Ability to work collaboratively and build relationships with employees across levels including people working at managed properties</p>
Computer Skills	<p>Advanced PC skills including Word, Excel, PowerPoint and Outlook. Should be able to independently create business case presentations, detailed excel reports/ analysis for internal/ external stakeholders</p> <p>Should be able to use Sales Force automations and drive utility.</p>
Communication Skills	<p>Demonstrated effectiveness in written and verbal communication</p>
Business Travel	<p>Regular quarterly hotel visits for reviews and as and when required Within the region and outside of the region as informed by Head Office.</p> <p>Approximate 25% of the time</p>

Education/Experience

Education	<p>Master's in Business Administration, IHM, Graduation, Certificate programmes in Revenue Management will be additional advantage</p>
Experience	<p>7 + years of experience in handling Unit and Regional sales in Bangalore market. Experience in handling team and driving collective results</p>

FPHL Leadership competencies

STRATEGIC MINDSET

- Demonstrates foresight
- Demonstrates conceptual ability
- Displays ability to sense emerging changes.
- Spots trends and patterns and identified key issues from a mass of data/information.
- Grasps information quickly; picks up nuances, subtleties.
- Understand how his/her role impacts others in the function.
- Displays a logical thought process in day to day operations.
- Information from diverse sources to make effective ground level decisions.
- Recognises implications of decisions and alternatives.

CUSTOMER FOCUS

- Can see things through the “eyes of the customers.”
 - Is aware of internal and external customer needs.
 - Has a fair understanding of the business.
 - Looks at work issues from the customers’ point of view.
 - Is always pre-occupied with delivering the value proposition of the business.
 - Displays an understanding of the existing infrastructure, processes and tools used to deliver quality products and services.
- Is able to discern the various elements of the company’s competitive vis a vis competition

MAKING THINGS HAPPEN

- Energetic, competitive, persuasive and results oriented.
- Has knowledge of internal and external resources.
- Come up with fresh ideas.
- Demonstrates a high degree of preparedness.
- Displays a good planning, organizing, prioritizing and monitoring skills.
- Displays cost consciousness and an overriding desire to get best value for money spent.
- Takes regular feedback and guidance to successfully achieve planned outcomes.
- Exhibits initiative in taking on higher responsibilities and works beyond his area.
- Contributes meaningfully to discussions involving his/her area.
- Uses mistakes as learning opportunities. Is open to feedback.
- Enhance knowledge /skills base on an ongoing basis.
- Execute all relevant compliances and documentation within prescribed schedules.

LEADING CHANGE

- Enthusiastic about changes
- Is imaginative
- Thinks out of the box
- Can quickly comprehend the need for the change.
- Open minded when presented with the new perspectives.
- Is comfortable with and gets used to new situations easily.
- Is able to identify and remain focuse4d to achieve desired results even in unstructured situations.
- Asks questions. Challenges and suggests alternatives and more effective ways executing tasks.
- Listens attentively. Shares appropriate information.
- Relates to people at all levels.

PEOPLE LEADERSHIP

- Participative, open minded and receptive
- Understands the needs/interests and attitudes of others.
- Is perceptive of non-verbal behavior.
- Is confident but not arrogant.
- Involves in the resolution of problems.
- Brings energy and direction to activities.
- Shares experiences and information with team members.
- Demonstrates commitment to the team and supports team decisions

STAKEHOLDER MANAGEMENT

- Understands the expectations and desires of various partners (property Owners and Owing Boards) and translates them effectively into business goals.
- Nurtures strong business partner relationships with key vendors/suppliers at a strategic level.
- Maintains a valuable network of contacts across business areas to drive and support initiative.
- Maintains a healthy and on-going professional relationship with OB representative and ensures open communication.
- Is able to safeguard company interest while managing Owner's tactfully.