

KANUGA CONFERENCES INC.

Role Profile

Sales Manager

August 2017

Overview: Founded in 1928, Kanuga is one of the largest camp and conference center complexes serving the Episcopal Church and the global Anglican Communion. An independent non-profit corporation chartered for charity and educational activities, Kanuga is a complex business with five principal entities: a year-round conference and retreat center, two separate summer camps, a residential environmental science school and an endowment corporation. Each year more than 25,000 people travel to Kanuga for an array of programs, a population that is concentrated in the southeastern U.S. but extends worldwide. Its services have extended beyond denominational borders hosting groups from churches, non-profits, public, independent and church-affiliated schools, and business organizations. Launched with a powerful vision in 1928, Kanuga has attained the size and scope needed for sustainability.

The Sales Department is responsible for driving top line revenue, maximizing capacity of meeting space and sleeping rooms while ensuring our guests have a wonderful experience at Kanuga. These goals will be met by rebooking repeat business that aligns with our mission and /or financial goals while growing new markets and developing new clients. You will help communicate across many departments to include Event & Guest Services, Food Services, Reservations, Front Desk, Housekeeping, Kanuga Sponsored Conferences, Guest Period, Accounting, Property and Maintenance.

The Sales Manager will help set the tone for a professional organization and assist in making work flow and business flow improvements while setting examples for others to follow. You are responsible for assisting in all market segments to include Corporate, Non-Profit, Episcopal, and Parish Retreats while occasionally helping with Guest Period and KS Conference Events. We have a revenue attainment goal of surpassing budgeted revenue of over \$2,598,400 (2017). These revenues will help us run our operations, work on our mission and continue to provide valuable programs.

With *Responsibility, Relationships* and *Hospitality* being three of Kanuga's essential ministries, the Sales Manager supports Kanuga's long-range plan by being a good steward of its financial and physical resources; managing billing and utilizing capacity to support achievement of target revenues; cultivating new and stewarding existing customer relationships; using feedback to assess and improve staff performance and the guest experience where applicable.

Kanuga's Mission: *To provide for God's people in this broken world a glimpse of the Kingdom through bearing the Gospel, experiencing Christian community, and being empowered for strength, growth and service in both our individual communities and in the rest of God's creation.*

Sales Department Goals

- To offer professional service to our individual guests and event leaders who are making arrangements to meet at Kanuga.
- To be accountable for managing bookings and assist if needed on invoice questions, reporting booking results compared to budgets, and financial goals.
- To give periodic updates on our progress.
- To build strong relationships with all departments and to communicate frequently for best results.
- To master the day-to-day use of Kx inputting all groups whenever possible as well as assisting others with training when possible.
- To quickly respond to inquiries, either external or internal and by telephone or email, at least within 24 business hours.
- To welcome groups upon arrival and make them feel at home and well cared for, both by the registrar and at the front desk staff and checking in at meals when possible.
- To incorporate the Kanuga mission statement as our guide and a full understanding of how sales supports our mission.

Accountability: The Sales Manager reports directly to Kanuga's Director of Sales, who takes on the broader responsibility in Kanuga's institutional and individual sales within the client group and guest period segments, supporting Kanuga's long-range plan in the three essential ministries of *Responsibility, Relationships and Hospitality*.

Sales Manager – Primary Responsibilities:

- Establishes client base of organizations, associations, social, and corporate businesses through direct outside and inside sales effort for the purpose of securing business for Kanuga to ensure that predetermined sales expectations are met or exceeded.
- Develops and maintains relationships with key clients in order to produce group and/or convention business.
- Negotiates guest room rates, contract terms, meeting room rental, facility fees, function space usage, and hotel services within approved booking guidelines. Confirms in writing to the client all requirements via sales contract.
- Conducts tours of the property to include rooms, meeting space, banquet facilities, outdoor space and activities; entertains qualified potential clients in accordance with company and property policies and procedures.
- Accurately forecasts all bookings and cancellations.
- Assists the Director of Sales with the implementation and achievement of the Sales Marketing strategies.
- Attends and represents company at trade shows, conventions, industry events and other events that assist the selling process.
- Responds quickly to guest requests, phone calls, emails and drop-ins in a friendly manner. Follows up to ensure guest satisfaction.
- Maintains a professional image at all times through appearance and dress.
- Follows company policies and procedures and is able to communicate them to others effectively.

- Attends property events and internal meetings as often as possible.
- All reasonable duties as assigned by your supervisor or a member of our Senior Leadership Team.

Qualifications

Experience	Skills	Knowledge	Attributes
<p>Demonstrated success in:</p> <ul style="list-style-type: none"> • Being a part of a team in a proactive manner that allows the team to enhance their performance • Developing and sustaining productive <u>trust</u> working relationships • Providing, assessing and improving customer service • Building relationships with staff, guests and clients • Individual Sales Skills to include selling and negotiating. • Market development • Data management • A long-term position of 10-15 years in Hospitality and Sales 	<p>Demonstrated ability to:</p> <ul style="list-style-type: none"> • Work effectively with co-workers and staff to plan and execute complex tasks • Attention to details. • Computer skills with emphasis on database management. • Communicate effectively in writing and in person • Give effective feedback/stimulate continuous improvement • Influence others • Listening skills • Manage budgets, set objectives and strategies • Set priorities and manage time 	<p>Demonstrated understanding of:</p> <ul style="list-style-type: none"> • The sales process and key needs of individual clients and groups. • Keen hospitality and customer service skills • Proven successful sales record, personal marketing plan to achieve goals and understanding of the booking process including the flow of reservations and billing • Organizational effectiveness • Basic knowledge of the Episcopal Church & Kanuga, its protocols and traditions within 6 months 	<ul style="list-style-type: none"> • Bachelor's degree or higher • 3-6 years of related experience • Passion for customer service • Drives for accountability, accuracy - detail orientation • Optimistic outlook – not easily discouraged • Drives for closure • Flexibility in work week schedule to meet demands of the position • Team player • Drawn to mission • Ability to train and mentor

Measurement of Effectiveness: The effectiveness of the Sales Manager is assessed annually by the Director of Sales using these measures:

1. **External Feedback** will be solicited from group coordinators and guests to determine how well Kanuga met their expectations
2. **Internal Feedback** will be solicited from other Sales Team members, Food Services, Event & Guest Services, Director of Marketing & Communication, Adult Conferences Program Director, other management forum members, the reservations and front desk staff regarding the degree to which the Sales Manager helps others meet their goals while pursuing the Sales Department's objectives and strategies.
3. **Business Results:** will be measured quarterly and annually:

- Sales revenues to include overnight packages.
- Assisting with ancillary revenues such as beverage sales, food sales, team building activities.
- Maximization of Kanuga's sleeping rooms and meeting spaces occupancies and efficiencies.
- Guest surveys results.
- Managing budgeted expenses.