

Title: Regional Sales Manager, Global Meetings and Events

Business Unit: Sales & Business Development

Reports To: General Manager, Sales

Position Summary: A Regional Sales Manager has the following areas of responsibility: (1) Identifying, qualifying, and cultivating leads through the sales pipeline; (2) Closing the sale of their own prospects and customers that have a need for a consolidated meetings program (3) Managing the sales process in its entirety through the life cycle of the sale, including, but not limited to the following tasks:

1. Cold calling and prospecting
2. Discovery
3. Qualification – fact finding – relationship development
4. Proposal oversight, review/editing
5. Presentation team selection and development
6. Contract negotiation and AIS submission

Essential Duties and Responsibilities: The duties and responsibilities for this role include but are not limited to the following:

- (1) Collaborate on all internal aspects of the sales cycle, with all necessary internal resources, for the purpose of increasing sales in groups and meetings; Communicate and collaborate internally to gather information, materials and responses necessary to advance the sales cycle on each individual prospective account.
- (2) Prospect, Qualify and drive leads through the sales pipeline through appropriate contacts and methods, including e-mail, phone, LinkedIn, in-person sales calls, industry networking contacts, Cvent, GBTA, etc.
- (3) Prepare compelling documents in Microsoft Office, including Outlook, Word, Excel and Powerpoint, to advance the sale.
- (4) Ensure all “next step” due diligence and work is performed after any meeting or interaction with a prospect, including collaborative work with other departments and work performed exclusively by the RSM.
- (5) Develop creative and compelling correspondence for prospective clients; collaborate with Marketing Team and Inside Sales to generate new and in some instances customized sales collateral.
- (6) Respond to requests from potential clients for information; conduct online/web-based presentation on World Travel, Inc.’s

products and services; Engage in technical and detailed discussions with potential clients through demonstrations and presentations.

- (7) Use CRM to track progress and document prospect updates.
- (8) Assist in RFP response process as may be necessary.
- (9) Develop profitable financial model with leadership support and calculate initial pricing for all accounts and collaborate with Manager of Business Development to formulate final pricing.
- (10) Work with General Manager, Sales and Corporate Counsel to draft agreements with prospects/clients that include all material terms and conditions. Act as primary contact for all contract related issues until account is turned over to the Implementation Team.
- (11) Follow World Travel, Inc. procedures, guidelines, and standards in areas of customer service, management information systems, productivity, attendance, and accuracy of work.
- (12) Work closely and collaborate with all Internal departments, including but not limited to, Marketing, Business Development, Legal Account Management, Operations, Consulting, etc.
- (13) Remain knowledgeable and up-to-date on changes and developments in the field of groups and meetings.
- (14) Keep team leadership informed of all activity, including timely preparation of regularly required reports and others that may be assigned from time to time.
- (15) Perform other duties as assigned.

Areas of
Accountability:

A Regional Sales Manager is accountable for:

- (1) Achieving individual sales goals (annual or otherwise).
- (2) Preparing all written material in a timely and accurate fashion; all work product should be complete and without significant error.
- (3) Participating fully as a team member to assist as needed in completing all functions relating to identifying quality sales leads and closing prospective business.
- (4) Maintaining ownership of the entire sales process and all materials delivered to the prospect during the sales cycle.

(5) Maintaining a favorable working relationship with all other company Team Members to foster and promote a cooperative and harmonious working climate which will be conducive to maximum employee morale, productivity and efficiency/effectiveness.

(6) Meeting and maintaining performance standards defined for a Business Development Manager.

Knowledge and Skill Requirements:

(1) Ability to exercise good judgment, particularly in high-pressure situations.

(2) Strong written and oral communication skills are required.

(3) Ability to work as a contributing member of the Sales & Business Development team.

(4) Flexible communication and social style that is able to quickly “read a situation” and adapt to the needs of the individual prospect.

(5) Ability to recognize opportunities to advance a sale and act upon it effectively.

(6) Persistence and tenacity to pursue the desired end result.

(7) Demonstrated acumen of basic business mathematics.

(8) Demonstrate proficiency in Microsoft Outlook, Word, Powerpoint and Excel.

(9) Demonstrated ability to be well-organized, accurate, detail-oriented, professional and courteous.

Education and Work Experience:

Bachelor’s degree preferred. Work experience should include 1-3 years’ experience in a sales or sales support; experience in corporate travel management is preferred. Proficiency in MS Office, particularly Outlook and Excel, is required. Experience with Customer Relations Management (CRM) system is strongly preferred.

Physical Demands:

The physical demands described herein are representative of those that must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Individuals are required to sit for extended periods of time, e.g., an 8-hour shift with appropriate break periods. Individuals must be seated at a desk with a dual-monitor computer and telephone. Individuals are required to answer the telephone and type on the computer’s keyboard. Headsets for the telephone are available. Individuals are

required to reach above shoulder height, below the waist, and lift items as required to file documents or store materials in a drawer or overhead bin throughout the day. Proper lifting techniques are required.

Individuals are required to travel on a regular basis beyond their home office to prospective customer meeting locations as required.

To maneuver around the office, individuals are required to walk on a level surface, periodically and as necessary, throughout the day.

Work Environment:

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

World Travel, Inc.'s offices are traditional corporate offices.

For the most part, ambient room temperatures, lighting, and traditional office equipment are as found in a typical corporate office environment.

Supervisory
Responsibility:

This position has no supervisory responsibilities.

Compensation: Base
Salary

Individuals are paid a base annual salary commensurate with their background, experience, competitive market requirement and industry standards.

Compensation:
Commission Program

Business Development Managers are paid a commission for all new sales as described in the commission plan document.