



Position Description: Group Sales Manager for Discover Kalispell

The Destination Marketing and Stewardship Organization for Kalispell, Montana

Primary Position Objectives

1. Lead efforts to drive city-wide revenue growth by securing new meetings, sports events and destination events that generate overnight stays in Kalispell hotels.
2. Collaborate and communicate regularly with TBID hotel teams and local industry partners to foster alignment and drive seamless service delivery for group events.
3. Clearly and persuasively present Kalispell as a premier group travel destination.
4. Be an organized and independent self-starter with a growth mindset and the ability to achieve business development objectives.

Essential Responsibilities

Business Development:

- Expand existing group business segments and establish new contacts to acquire contracts for state, regional and national conferences and sports events.
- Manage and strengthen relationships with current Discover Kalispell group sales clients, identifying opportunities for further growth.
- Identify potential business opportunities through research, networking and lead generation techniques to build a strong pipeline of prospects.
- Actively pursue and engage potential customers, leveraging networking, industry events and lead generation methods to connect with key decision-makers, secure new clients and develop high-potential prospects.
- Demonstrate innovation by thinking creatively and bringing together individuals/sports clubs with diverse perspectives to collaboratively transform ideas into successful outcomes.
- Identify key sports partners and collaborate to expand the reach of existing successful tournaments, attracting a broader regional presence of teams.
- Follow up with leads and guide them through the sales cycle to convert them into booked business.
- Source room night business that impacts all segments of Kalispell hotels, not just conference properties.
- Address and resolve client concerns, ensuring timely and effective solutions.
- Coordinate sales efforts with the Discover Kalispell marketing team to create impactful sales and promotional materials.
- Build strong working relationships with TBID hotel management and sales staff, as well as other local group event venues and service providers.

- Stay up to date on tourism sales industry trends and developments to understand the competitive landscape and identify growth opportunities.

Account Administration:

- Develop and document account strategies, a detailed action plan and specific activities aimed at increasing room night revenue.
- Regularly update and maintain customer information in the CRM system, including contact details, account history, preferences, tasks, activities, meetings, interactions, contracts and agreements.
- Monitor account performance by analyzing trends, customer feedback and market dynamics.
- Evaluate account performance and proactively recommend solutions to management and board of directors to ensure continued growth and success.
- Draft and negotiate sales proposals and contracts for new and existing clients.
- Provide management and the board of directors with monthly and quarterly reports on sales contacts, status updates follow-up actions, and room night potential.

Required Competencies:

- Experience in hotel sales or group event sales or planning required.
- Experience in sporting events or sports marketing experience preferred.
- Ability to attend trade shows, sales calls and industry events as required. Travel and event attendance may require overnight, after-hours and weekend work.
- Must be an organized and independent self-starter with a growth mindset and the ability to achieve business development objectives.
- Position requires excellent communication and sales presentation skills.
- A working knowledge of Kalispell and northwest Montana is preferred.
- Candidate should be able to effectively communicate the value of Kalispell as a group travel destination.
- Proficient in MS Windows programs and experience using a CRM system.

Pay and Benefits:

- Base salary plus bonus based on semi-annual sales objectives.
- Salary: \$65,000-\$75,000/year
- Potential annual bonus of 20% of salary
- Competitive medical, dental and vision benefits
- Health savings account (company contribution)
- SAR/SEP after 1 year of employment (company contribution)
- Life insurance
- Generous paid vacation/sick/holiday plan
- Cell phone reimbursement
- Work location: in office, Kalispell Montana

Requirements to perform the essential job functions:

- Ability to sit at a desk for up to 8 hours per day, if required.
- Ability to operate computer keyboard and view computer screen.
- Must be able to hear and converse via telephone and in person.

- Ability to lift and bend, move items and set up and tear down tradeshow booths and marketing materials.

To Apply:

Submit a cover letter and resume in Word or PDF format, to:

Diane Medler, Executive Director

diane@discoverkalispell.com

No telephone calls please

Position is open until filled.

An equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identify, national origin, veteran or disability status.

The Environment:

[Discover Kalispell](#) is a division of the Discover Kalispell Chamber. The team is dynamic and committed to the success of our organization(s) and the community. While team members are given flexibility, they are held accountable for performance measurements to ensure objectives are achieved. We are a professional business organization, and our appearance reflects that. Applicants must be able to travel efficiently in personal vehicle to off-site meeting locations. The entire Discover Kalispell Chamber team embraces our [team values](#) and will seek candidates willing to commit to the culture we have built. We all do what we are asked to keep exceeding our goals.