

Director of Food & Beverage Sales - Oakhurst Country Club

Passionate. Driven. Ambitious. Fun. Creative. Accountable. Inspired by a commitment to deliver a special event experience that exceeds the expectations of our guests. The Sales Director works to make Oakhurst Country Club a preferred location in the marketplace for meetings and celebrations of all types including weddings and holiday events.

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
- Conducts site tours and builds custom proposals for perspective clients
- 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
- 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

Job Specifications / qualifications

- Minimum of 1 year total sales 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
- 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 \$20-\$25/hour, plus a potential annual bonus up to \$20,000.

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