



Membertou

Job Description

Written by: Glen Morrison
Reviewed by: Glen Morrison
Date: September 2, 2021
Reviewed Date: November 15, 2022

Job Title: Sales Associate, Corporate and Government Sectors
Department: Membertou Trade and Convention Centre (MTCC) - Sales
Reports To: Sales Manager

The Sales Associate is responsible for answering sales calls, interacting with existing and potential customers, and booking meeting and event business for the Membertou Trade and Convention Centre. The Sales Associate is an integral member of the greater MTCC team, interacting with various internal departments, including Food & Beverage Services, Technical/AV Services, Box Office Promotions, and Finance. This role specifically focuses on the corporate market along with the growing market of virtual meetings and conferences. The sales associate in this role requires a highly technical skill set and must be fully versed in these sectors of the business in all regards, especially how technology can be an integral part of the MTCC's growth.

Duties and Responsibilities:

- Be proficiently knowledgeable and confident to professionally sell the highly technical services that are to be offered at the MTCC as we grow in this virtual conference world including but not limited to Zoom meetings, conference calls, remote conferences and pay-per-view events.
- Develop and maintain a thorough knowledge of the services, facilities and features of the convention centre, in order to provide information in a "Sales Conscious" manner in response to customer inquiries.
- Be thoroughly knowledgeable and proficient to handle inquiries from assigned business market segments and be well versed in all other segments within the revenue stream for MTCC so as to cross assist other sales associates as required.
- Be thoroughly knowledgeable of conference and catering set up styles and various types of conference services including but not limited to audio visual, technology, food service, beverage service, etc...
- Ensure that all communications with customers and co-workers are courteous and professional.
- Meet in person with customers to provide tours of the MTCC facility, introduce them to key personnel, and as required, coordinate tours of the Hampton Inn hotel and build a strong relationship with the Hampton Inn.
- Responsible for answering sales calls and correspondence from current and prospective customers within a 24-hour period. Obtain all information required for booking upcoming meetings or events, book event space in the Event software system; design floor plans for events using event software, provide customers with pricing, and accurately record customer requirements in to Banquet Event Orders (BEO's).



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- Work with the Sales Manager and other MTCC Managers, as required, to problem-solve and/or accommodate special customer requests to finalize BEO's.
- Consult with the Sales Manager, as required, for guidance on how to respond to customer inquiries in the most appropriate manner.
- Respond to customer requests to amend their event requirements, update BEO's in an accurate and timely manner, and ensure that all affected departments receive the latest version of the BEO's.
- Work with the Sales & Administration team to coordinate and prepare all materials for the weekly BEO meetings.
- Required to obtain complete billing information from customers, ensure that credit and collection policies are adhered to, and that all charges to be invoiced are finalized in a timely manner.
- Assist General Manager and Sales Manager with collections of past due event accounts as required.
- Responsible for the safe keeping of confidential credit card information (pending compliant software) and customer payments made with cash or cheques. This includes properly recording all payment information, processing payment transactions in a timely manner, and ensuring that cash and credit card information is kept in a secured location in cooperation with the Finance Department and in accordance with MTCC policies.
- Assist with outbound sales calls, event follow-up calls, etc. as assigned by Management.
- Assist with customer visits, attend community events, attend trade shows, etc. as assigned by Management.
- Required to occasionally assist with event set up and decorating, food and beverage service, and other event duties as assigned by Management.
- Maintain a professional business appearance at all times, wearing appropriate attire as directed by MTCC management.
- Responsible for creating a positive guest experience. Smile and be helpful and friendly when encountering any guests to the MTCC.
- Responsible for promoting teamwork among co-workers and taking initiative to ensure that all guest needs are met.
- Adhere to all Company policies
- All other duties as assigned by MTCC management.



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Other Duties & Responsibilities:

- Maintain positive relationships with Membertou's Internal and External Customers, ensuring transactions or information received on behalf of the Band and/or its members are kept confidential.
- Maintain and improve Membertou's Quality Management System as it relates to job related duties and and/or department.
- Other department related duties as required by the Director.

Skills & Qualifications:

- Minimum of 5 years of previous experience in a sales or high level customer service role.
- Post-secondary diploma or degree in hospitality & tourism would be an asset.
- Event planning and or catering service experience would be an asset, as would experience with meeting room and conference sales, etc...
- Highly technical skill set including office software such as Word, Excel, and event booking software as well as with AV equipment, social media and conference media technology as this is a key market growth opportunity for the MTCC.
- Must be well organized and have the ability to multi-task.
- Must possess outstanding, proactive guest service and interpersonal skills.
- Must demonstrate strong written communication skills.
- Friendly, enthusiastic, and have a sales-oriented personality
- Work well under pressure and as part of a professional team
- Must be available for flexible work hours, as required to meet business needs, which may include work on holidays, weekends, evenings and early mornings.
- Valid driver's license and own reliable transportation is required.
- Ability to lift up to 25kg.