

POSITION DESCRIPTION

JOB TITLE: Leisure Sales Associate (Full-Time)

DEPARTMENT: Leisure Sales

REPORTS TO: Leisure Sales Manager; Director of Leisure Sales

ESSENTIAL PURPOSE: To provide courteous, informative first contact with potential leisure guests, and utilize prescribed sales techniques and strategies to optimize closing efficiency and leisure sales revenues.

ESSENTIAL DUTIES:

- To maintain a high energy, upbeat dialogue with each potential leisure guest that demonstrates an “decent boldness” with regard to closing the sale.
- To maintain a strong sales acumen at all times, seeking to close every leisure sales opportunity by providing a strong rapport, accurate information in a confident voice, utilizing urgency tools and assumptive sales verbiage, maintaining control of the call, focusing on selling the experience, and strictly adhering to any other sales techniques or strategies, as directed.
- To actively “up-sell” customers, to increase room revenue.
- To provide essential resort information and follow through on all communication methods regarding guests’ needs to ensure their experience is both carefree and enjoyable.
- To attend quarterly FAM trips.
- To understand and respond to all guest needs and requests in a timely and professional manner.
- To resolve all customers complaints in a diplomatic and effective manner, utilizing all available resources to satisfy the guest’s needs.
- To be completely familiar with all hotel information necessary to actively promote rooms sales, including current rate structures and sales strategies; current special rates and restrictions; types and locations of rooms and suites available; and services, costs, hours, and location of all hotel facilities and outlets.

- To be completely familiar with hotel emergency procedures, and provide calm, reassuring assistance to guests and fellow employees in the event of an emergency.
- To follow all specified procedures to properly perform routine job tasks, including processing advance deposit checks; in-putting group blocks and contracts and leisure reservations; handling credit and check cashing transactions; and processing daily mail confirmations.
- To be continually aware of room/suite availability, and to oversell accommodation types only as approved.
- To strictly adhere to a selective sales policy, weighing the value of each request before accepting it.
- To follow standard hotel telephone procedures at all times, utilizing hotel telephone directory rather than relying on the PBX department to handle call transfers and to ensure that the telephone is answered by the third ring.
- To understand and uphold all hotel policies regarding cancellations, guarantees, no shows, deposit requirements, and wait list reservations.
- To be familiar with the workings of the Sales and Front Desk departments, and understand how they interface with Reservations.
- To follow all policies and procedures of JC Resorts LLC.
- To immediately report all suspicious occurrences and hazardous conditions.
- To maintain the cleanliness and safety of work areas at all times.
- To practice safe work habits at all times, to avoid injury to self and others.
- To comply with company and departmental safety rules and regulations, including the proper handling of all relevant equipment and machinery.
- To attend all mandatory meetings as directed.
- To perform other tasks, including cross-training, as directed, and assist when work load permits.

JOB KNOWLEDGE & EDUCATIONAL LEVEL: High school diploma or equivalent required. English fluency required. Must have minimum one year experience in sales or customer service position, preferably with heavy telephone contact. Previous hotel/resort experience preferred. Must

have some computer experience. Must accurately type minimum 50 WPM. Must display knowledge of currently accepted business telephone etiquette.

SKILLS AND APTITUDES: Detail oriented. Organized and efficient. Learns quickly. Safety-minded. High quality standards for production and service. Diplomatic and calm. Strong verbal communications skills. Courteous, friendly, and professional manner. Good team player. Customer service focus. Able to work productively with little supervision. Trustworthy and reliable.

WORKING CONDITIONS: Works indoors throughout shift in small, temperature-controlled, clean, and well-lighted office area. Bi-level structures. Extensive property.

PHYSICAL DEMANDS: Sits at desk approximately 90% of shift. Stands/walks approximately 10% of shift. Heavy use of phones, daily. Intermittent use of personal computer approximately 65% of shift, daily. Ability to lift objects weighing up to 30 lbs. Frequent use of stairs, daily.

IMPACT OF DECISION: Decisions directly impact bottom-line profitability, customer service, and the public image of the hotel. Poor decisions may result in customer dissatisfaction and loss of revenues, due to unprofessional manner, lack of follow through, unsafe work practices, or improperly handled customer service situations.

GENERAL: Must comply with the Company's Appearance and Dress Code policy as set forth in the Employee Handbook.

JOB CLASSIFICATION: The position is classified as Full-Time and, upon completion of the Introductory Period, the employee is eligible for the Employee Benefits outlined in the Employee Handbook. Notwithstanding the foregoing, the Company reserves the right to amend, change or discontinue the policies, practices and benefits described in the handbook at any time and without notice.

NON-EXEMPT POSITION: Non-exempt employees are subject to the wage and hour laws and entitled to overtime pay. All overtime work by a non-exempt employee must be approved in advance by the employee's supervisor or the General Manager and the time initialed by him/her on the time card. Non-exempt employees who work overtime without prior approval are subject to disciplinary action, including termination.

AT-WILL EMPLOYMENT: The relationship between JC Resorts LLC and the employee is for an unspecified term and is considered "at will." This means that the terms and conditions of employment may be changed, with or without cause and with or without notice, including, but not limited to termination, demotion, promotion, transfer, compensation, benefits, duties and location of work. No one other than the President of the Company has the authority to make any verbal or written agreement contrary to this provision and any such agreement must be put in writing and signed by the President before it is effective.

JC Resorts LLC reserves the right to modify and update this Position Description as needed.

I have read and understand the above-referenced job requirements and have the ability to perform all of the essential duties listed herein. I agree to comply with the Company's performance standards and understand that I will need to be flexible in order to accommodate the changing needs of the hotel operation.

I further agree to comply with the rules and regulations set forth in the Employee Handbook and agree to abide with any departmental policies.

I acknowledge receipt of a copy of this job description.

Employee's name (please print)

Employee signature
Date: _____

Supervisor signature
Date: _____