Newport Aquarium
Sales Manager Job Description

We are currently looking for a strong Sales Manager in our Group Sales Department. Position reports to the Sr. Sales Manager. In this position you will be responsible for account management and new business development. The Newport Aquarium Sales Department works with a varied client base. Candidates must have the ability to communicate and build relationships at all business levels.

Sales Manager is responsible for prospecting and booking new business for schools and general group business including building business for overnights. Additional duties include booking space for both corporate and social events in The Riverside Room and the Exhibit space, selling various group ticket products for the Aquarium and Ride the Ducks while supporting the various activities within the Sales Department. Extensive phone work required. Superior selling, prospecting and problem solving skills are needed. Excellent verbal and written communication skills required. Fast paced, highly rewarding position for right person. Ability to work weekends and nights as needed.

Duties and Responsibilities:

- Meet and exceed quarterly and annual group revenue goals.
- Generate appointments with teachers and resource coordinators to increase school business.
- Maximize revenue through up-selling and suggestive selling.
- Optimize the sales funnel in order to maximize the conversion of prospects to qualified leads to booked groups.
- Build overnight business, school business and group business through client relationships and outbound calls.
- Maintain and develop accurate customer and prospect database.
- Identify and develop group leads through prospecting, cold calling and approved networking activities.
- Respond to all group event inquiries (online and phone) within one business day.
- Achieve high levels of customer loyalty and retention through customer relationship management activities.
- Attend, network, and give presentations at trade shows, schools, Scout organizations and other community activities to promote the business.
- Lead for trade shows related to group ticketing/e-ticketing.
- Organize teacher open house 2 times per year
- Know and keep records on the competition, their products, prices, and selling strategies.
- Communicate regularly and effectively with Sales Department associates and other internal departments.
- Attend weekly sales meeting.
- Assist with working events and touring clients when needed, including bridal shows, open houses and weekend rotation
- Other duties as assigned.

Experience:
The candidate should have 3 years of event or attraction selling experience with proven sales success. Previous experience working with large group events desired. Must be Proficient in MS Office, Goldmine and email, as well as type 50+ words per minute. Experience using Caterese software highly desirable.