Position:  Sales Coordinator
Reports To:  Director of Sales and Marketing

COMPANY OVERVIEW:
Valor Hospitality is a leading hotel management company that is a trend setter in the hospitality market. The company is recognized by owners, investors, developers, and guests as an innovative partner to drive revenue and increase profits.

We believe that the highest form of compliment is respect for each associate, both as an individual and as a valued part of our organization. We will do our best to encourage communication, and we will listen with an open mind to new ideas. Furthermore, we are dedicated to implementing those ideas, which will result in a higher level of productivity and professionalism. In addition, we are committed to you, and your career advancement and we will provide you the opportunity to be successful.

POSITION PROFILE:
Plan, solicit, book and coordinate small group meetings and room sales to meet/ exceed revenue & profit goals. Oversee the development and performance of all sales activities in assigned market. Identify objectives, strategies and action plans to exceed revenue matrixes, gain market share, and grow new account business.

ESSENTIAL JOB FUNCTION:
➢ Responsible for the smooth operation of the sales office at all times.
➢ Monitor phones, voicemails, sales mailbox – all with same day 2-hour response time.
➢ Prepare collateral for site inspections, outside sales calls, and sales trips.
➢ Assist Sales Managers with rooming list entry and citywide audits as required.
➢ Enter, coordinate and follow up with Sales Reservations as needed.
➢ Assist with rooming list uploads as needed.
➢ Pull daily and weekly reports such as daily arrivals, activity reports, GRC report Record and distribute.
➢ Take and distribute weekly Sales Meeting minutes and daily stand up notes.
➢ Maintain adequate inventory of office supplies; including sales collateral.
➢ Assist Director of Sales with month end extraction and assimilation of data for reports.
➢ Respond and represent sales manager(s) when out of the office.
➢ Distribute and file signed contracts.
➢ Daily Reader Boards and door cards.
➢ Update banquet menus, promos, and hotel info in all 3rd party platforms. Lanyon, Cvent, etc.
➢ Communicate to both, guests and fellow associates, professionally and positively.
➢ Handle social courtesy group blocks and distribution of courtesy block contracts or proposals once approved by sales managers.
➢ Handle last minute reservation changes to group blocks and/or billing updates.
➢ Contact social group contacts to see how bookings are progressing and room blocks are being filled.
➢ Entering and distribution of BEO’s.
DESIRED SKILLS AND QUALIFICATIONS:

Education: Two to Four-year college degree or equivalent education/experience.

Experience: Hotel experience preferred.

Skills and Abilities: Ability to perform critical analysis and manage wide-range of information. Excellent oral, written and presentation skills sufficient to produce sales and marketing communication that properly reflect the Foundation Image. Listen effectively. Ability to delegate, manage manpower and organize complex projects and establishes priorities consistent with department/hotelobjectives.
PHYSICAL JOB REQUIREMENTS: (essential functions only)

Lifting/Pushing/Pulling/Carrying:

<table>
<thead>
<tr>
<th>Action</th>
<th>Weight</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lift</td>
<td>Up to 10 lbs.</td>
<td>(amenities when making sales calls, attending trade shows, etc.)</td>
</tr>
<tr>
<td>Pushing</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Pulling</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Carry</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

Bending/Kneeling: N/A

Mobility: Outside sales calls, servicing groups, site inspections, attending meetings, travel and community/industry functions

Continuous Standing: Hotel tours, sales calls, trade shows

Climbing Stairs: Up to approximately 40 steps % of 8 (time period).

Ladders: Up to approximately 0 % of (time period).

Driving: Up to 50% of the time for outside sales calls. Occasional competitive property visits, industry & other meetings/events. Have a valid driver license.

Work Environment Inside: 60% of 8 hours (time period); Outside: 40% of (time period).

Describe any abnormal temperature exposures:

- Hearing: X Critical Moderate Minimal
  - Explain: Need excellent listening skills to understand and deliver clients' expectations.

- Vision: X Critical Moderate Minimal
  - Explain: Research, Hotel tours, site inspections, comparisons to other hotels.

- Speech: X Critical Moderate Minimal
  - Explain: To convince, sell, negotiate and influence for verbal interaction with guests and associates.

- Literacy: X Critical Moderate Minimal
  - Explain: Research, analysis, client correspondence.

- Chemicals/Agents: Cleaning chemicals and agents; Knowledge of usage for training purposes

- Protective Clothing:
  - Type: Back brace  Approximate 0 % of 8 hour shift (time period)
  - Type: Slip-resistant footwear  Approximate 0 % of 8 hour shift (time period)
  - Type: Gloves  Approximate 0 % of 8 hour shift (time period)

- Equipment Operation: Telephone, calculator, copy machine, facsimile, computer, computer printer.

Other Considerations:

The statements in this job description are intended to describe the essential nature and level of work being performed. They are not intended to note ALL duties, responsibilities or qualifications of the job.

______________________________  ______________________
Associate (Print Name):  Date:

______________________________
Associate Signature: