



Sales Manager

Reports to: Executive Director

Department: Learning and Experience

FLSA: Exempt

Overview

1440 Multiversity is a mission based, tax-exempt organization offering deep hospitality and a wide array of immersion learning and experience products. We bring top-notch faculty delivering evidence-based curriculum to our immersion learning campus, and we are seeking a Sales Manager skilled in sales at experienced-based properties. Appropriate targeting to an aligned value client base will be key to insuring a seamless experience on the campus.

1440 Multiversity is a beautiful, new hospitality campus focusing on immersive learning experiences and group hosting. The 75-acre property, based in the redwoods of Scotts Valley, CA, can accommodate up to 375 overnight guests in a range of housing options and many more in 10 programming and meeting spaces ranging in capacity from 30 to over 700. The campus includes one main dining area with indoor and outdoor dining, 2 cafes, a lifestyle retail store, a fitness center, healing arts spa with steam rooms and infinity soaking tub overlooking the redwoods, 4 miles of walking trails, and outdoor meeting spaces.

Position Summary

As part of a dynamic sales effort, this position is responsible for effectively strategizing and implementing group sales activities, including developing the department, and creating strategies and plans and delivering results. Must be able to develop and successfully execute sales action plans and strategies focused on curated and co-curated programming and rentals to corporations, organizations, groups and public and private sector organizations.

Accountabilities

- Develop Group Sales department and manage staff.
- Develop and implement sales strategies and tactics to meet guest night and group sales revenue goals.
- With team, execute group sales process, beginning with identifying prospects and qualifying leads, resulting in closed sales with well-executed contract.
- Consistently prospect for new business.
- Sell group experiences through direct client contact, organizations, and associations, concentrating on both revenue growth and mission alignment.
- Implement tactical sales plans to achieve greater profitability through increasing average rates, increasing overall occupancy, increasing business volume during off-peak periods, and assisting in building the brand for the campus.
- Produce regular reports and sales forecasts.



- Oversee team and step in as needed to monitor and handle inquiry calls and provide client proposals/tours in accordance with established departmental policies and procedures.
- Work with Programming and 1440 Experience team to arrange for speakers and special presenters as needed
- Work closely with other campus departments to facilitate services agreed upon by the sales office and prospective clients (Food Services, Guest Services, Event Production, etc.), as well as ensuring that prospective sales align with organization capabilities, policies, and procedures.
- Ensure that client files in sales database are well maintained and update information daily in accordance with departmental policies and procedures.
- Attend and represent 1440 at trade shows and conventions and/or participate in sales trips to key feeder markets.
- Follow-up with clients regularly during and after departure to ensure satisfaction and secure future bookings. Perform regular quality checks on events meetings and conferences to insure excellence. Respond to all complaints and problems in a positive manner and take action to resolve.
- Service accounts for potential repeat business; analyze lost business and recommend solutions for future opportunities; prepare proposals/budgets and document events and activities; create sales portfolios.
- Make suggestions to improve the delivery of guest services and identify new business opportunities that will enrich our guests' experience.
- Keep current of industry trends in sales and marketing for wellness, learning, and destination resorts.
- Build and maintain a positive relationship with other team members, vendors, representatives, guests, potential guests, members of the community, etc.

Essential Skills and Experience

- Must be aligned with 1440 Multiversity mission and values and have a demonstrated passion for experiential and learning products.
- A Bachelor's degree in sales, marketing, or related field, and 4 years total experience working in Group and Meetings Sales at a wellness or learning center hospitality environment, or an equivalent combination of education and experience in a hospitality sales and marketing setting.
- Must have experience and success in sales and revenue accountability.
- Must have strong interpersonal skills, strong sales and negotiating skills, with an established group sales record.
- Expertise in the hospitality sales process including strong knowledge of how to generate leads, create opportunities, and close group sales
- Must have the demonstrated ability to strategize and plan at a high level, work with details, and build strong internal and external partnerships.



- Self-starter with high level of enthusiasm for continuous learning in a fast-paced environment, as well as a high level of creativity and diligence.
- Proficient in Microsoft Office and hospitality sales systems, such as Delphi
- Must have established industry contacts
- Strong mathematical skills to create financially sound group sales proposals
- Creative, genuine, service driven and passionate about exceeding guest expectations
- Excellent spoken and written communication skills
- Ability to travel to meet prospects, attend workshops, tradeshow, conventions, etc.
- Must speak fluent English.
- Must have a valid driver's license.
- May be required to work nights, weekends, and/or holidays.