



## **Imprint Events Colorado Senior Sales Manager**

**Reports To:** Imprint Events Colorado, General Manager

**Positions Reporting to This Position:** Event Sales Coordinator, as assigned

**Position Purpose:** Responsible for securing, maintaining, and growing client accounts based on annual revenue and margin goals. Oversees client account strategy and oversees all programs within the account from ideation to execution. Manages, trains and mentors assigned program managers and coordinator(s) in event production process. Senior Sales Managers are expected to handle medium to large size events/programs.

### **JOB RESPONSIBILITIES**

- Properly qualify incoming leads for maximum revenue and creative potential
- Conceptualize creative program ideas and creative solutions to earn business and meet client expectations
- Fiscal management of all programs as it relates to gross profit and overall revenue for company
- Achieve and/or exceed annual sales goal
- Work with Business Development team to secure new business and grow account effectively manage client deadlines and meet expectations
- Manage each client with integrity, timeliness, and professionalism
- Must have strong follow-up and multi-tasking skills
- Communicate and manage coordinators to ensure proposal and profitability needs are met and delivered on time
- Review and manage, and create where needed, all program proposals and budgets
- Develop and maintain supplier/partner relationships, including needed negotiations to obtain preferred pricing or to meet desired budgets
- Maintain positive relationships in the assigned market(s) with Hotels, CVBs, and Supplier Partners
- Lead client site inspections and meetings
- Uncover new services, activations and suppliers to continue to demonstrate value and innovation to clients
- Attend trade shows, industry meetings and participate in other networking functions
- Develop and maintain knowledge of market trends, competition and customers
- Demonstrates a customer service and team player attitude
- May need to work weekends and weeknights as well as travel to destination events
- Ability to work with all personality types both in and out of the office





## **Imprint Events Colorado, Senior Sales Manager Continued**

### **QUALIFICATIONS**

- 4-6 years relevant work experience related to a Destination Management Company, Meeting Management, Event Management or Experiential Agency
- Bachelor's Degree in Hospitality, Business, Communications, or Marketing Preferred, but not required. Relevant work experience may be substituted for a degree
- Knowledge of business/lead lifecycle
- Strong Negotiation Skills
- Preferred: Fully vaccinated against COVID-19, unless a medical/religious exemption is provided
- Preferred: CMP, DMCP, or other industry certification(s)

### **BENEFITS**

- Imprint Provides a generous Bonus and Commission Structure
- Company Matching 401k (after waiting period)
- Diverse Health Insurance Options to meet your needs
- Company sponsored social events
- Sponsorship for qualifying industry association memberships and certifications
- Estimated Base Salary Range \$55k-\$70k+ plus bonus and commissions, based on experience

