

SALES DIRECTOR JOB DESCRIPTION

Job Objective

The Sales Director drives revenue growth and local brand awareness by promoting and selling Texas Laser Combat's tactical laser tag experiences, including group bookings, leagues, special events, and corporate packages. This role focuses on developing effective sales strategies, building customer relationships, and executing local marketing initiatives to attract and retain players within the community.

Main Responsibilities

- Develop and implement sales strategies to meet revenue targets for group bookings, leagues, special events, and corporate packages.
- Actively pursue leads for corporate team-building events, birthday parties, and group activities through direct outreach, follow-ups, and local networking.
- Promote laser tag packages via phone calls, emails, targeted social media campaigns, and in-person interactions with local customers.
- Execute local marketing directives, including:
 - Partnering with local businesses, schools, and community organizations to promote group bookings and special events.
 - Distributing promotional materials (e.g., flyers, advertisements) to local hotspots like gyms, cafes, and community centers.
 - Engaging with local media (e.g., radio, community blogs) to advertise Texas Laser Combat events and offerings.
 - Representing Texas Laser Combat at local events (e.g., festivals, charity functions, chamber of commerce meetings) to generate leads and build brand visibility.
- Collaborate with the Entry Ops Director to ensure seamless booking processes and exceptional check-in experiences for customers.
- Coordinate with the Squad Operations Director to align event schedules and game flow with booked groups or special events.
- Provide outstanding customer service, addressing inquiries and resolving issues to foster long-term client relationships and repeat business.
- Track sales and marketing performance, maintaining accurate records of bookings, payments, and campaign outcomes, and report on revenue and engagement metrics to management.
- Train and motivate staff to upsell packages, leagues, or upgrades during customer interactions, aligning with sales and marketing goals.
- Monitor customer feedback, local market trends, and competitor activities to refine sales and marketing strategies and enhance Texas Laser Combat's offerings.

Requirements

- 18+ years old.
- Proven sales experience, preferably in hospitality, entertainment, or event-based industries.
- Experience in local marketing or community outreach (e.g., event promotion, partnership building) is highly desirable.

*Responsibilities are not limited to the above listed items.

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- Excellent communication and interpersonal skills to engage diverse customers and build relationships with local stakeholders.
- Strong organizational skills and attention to detail for managing leads, bookings, and marketing campaigns.
- Proficiency in Customer Relation Management software, booking systems, and basic computer tools (e.g., Microsoft Office, Google Suite); familiarity with social media platforms for marketing purposes is a plus.
- Ability to work independently and collaboratively in a fast-paced, customer-facing environment.
- Flexible schedule, including availability for evenings, weekends, and holidays to accommodate peak event times and local marketing opportunities.
- Knowledge of tactical laser tag or similar recreational activities is a plus, but not required.
- High energy, self-motivated, and results-driven with a passion for customer satisfaction and community engagement.
- First aid and **CPR certification** (preferred, or willingness to obtain within 3 months of hire) to support emergency response during check-ins.
- Valid driver's license for attending off-site promotional events and distributing marketing materials.