1. Utilized revenue management techniques to negotiate room rates and function space commitments to enhance hotel's financial performance.
2. Implemented and created promotions to stimulate repeat business and attract [Number] new business travel accounts per [Timeframe].
3. Liaised with wedding and event planners to increase hotel patronage [Number]% and boost bookings.
4. Created hotel awareness through marketing campaigns, including [Type] and [Type] social media campaigns.
5. Drove team and company profits by developing and strengthening relationships with industry partners and potential clients.
6. Arranged and coordinated sales calls with prospective clients to generate $[Amount] in business for hotel.
7. Drove team revenue totals by bringing in over $[Amount] in sales.
8. Attended and participated in conferences and trade shows to generate new leads, network and drive business.
9. Maintained financial controls, planned business operations and control expenses while identifying and pursuing opportunities to grow business operations and boost profits.
10. Encouraged cross-selling of additional products and services through relationship-building and acquired understanding of customer business needs.
11. Achieved established KPI for company, regional team and individual performance through teamwork and focus on customers.
12. Coordinated staff sales meetings to discuss developmental strategy, best practices and process improvements.
13. Streamlined [Type] procedures and [Type] tasks by implementing [Software].
14. Managed and motivated sales team to increase revenue [Number]% in [Timeframe].
15. Resolved all vendor and account problems efficiently while exceeding sales quotas by [Number]%.
16. Maximized [Type] sales by updating procedures for [Task] and increasing productivity.
17. Communicated progress of monthly and quarterly initiatives to internal and external sales teams.
18. Monitored sales team performance, analyzed sales data and reported information to area managers.
19. Developed and executed sales presentations as well as both internal and external product training workshops.
20. Managed revenue models, process flows, operations support and customer engagement strategies.