

UNIVERSITY OF SOUTHERN CALIFORNIA

Sales Associate

Job Code: 143006

OT Eligible: Yes

Comp Approval: 4/6/2020

JOB SUMMARY:

Markets, sells and coordinates event spaces in university facilities, meeting individual and team booking goals and sales growth objectives. Travels across the USC campuses for site inspections and takes trips to trade shows and conventions to promote the university's offerings and meet prospective clients. Makes outbound prospecting calls and utilizing lead lists, cultivating firm partnerships and driving superior team performance. Adapts to evolving hospitality trends, visiting with clients via sales and customer service booths at events and further building awareness of the USC brand.

JOB ACCOUNTABILITIES:

***E/M/NA % TIME**

- | | | |
|-------|-------|--|
| _____ | _____ | Solicits and books programs which maximize revenue for rooms, food and beverage, meeting room rental, etc. Finalizes contracts with clients, meets individual and team booking goals, and consistently meets measurable objectives for sales growth. |
| _____ | _____ | Travels and makes sales calls to promote facilities (e.g., appointments on the university campus, trips to trade shows, familiarization events). Coordinates and arranges site inspections for meeting planners and prospective clients. |
| _____ | _____ | Generates business by completing outbound prospecting calls and cultivating leads while following up on all provided lead lists. Creates strong, collaborative partnerships with inside sales team/property specialists that work to accomplish their goals. Consistently communicates with all teams to drive superior performance. |
| _____ | _____ | Learns, understands and adapts to evolving hospitality trends, and manages database of leads to ensure processes run smoothly with rigorous follow-ups. Follows scripts to deliver value propositions and handle objections, thinking quickly and effectively communicating off-script when necessary. |
| _____ | _____ | Works events (e.g., visiting with clients, manning and takedown of sales and customer service booths, greeting VIP guests). Generates brand awareness and positive impressions to increase sales, and follows up after events in a timely manner. |
- Performs other related duties as assigned or requested. The university reserves the right to add or change duties at any time.

***Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.**

EMERGENCY RESPONSE/RECOVERY:

Essential: No

Yes In the event of an emergency, the employee holding this position is required to "report to duty" in accordance with the university's Emergency Operations Plan and/or the employee's department's emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.

JOB QUALIFICATIONS:

Minimum Education:

Associate's degree
Combined experience/education as substitute for minimum education

Minimum Experience:

2 years

Minimum Field of Expertise:

Ambitious, with ability to succeed and proven experience selling hospitality to a diverse set of customers. Ability to set and close appointments over the phone, and willingness to spend the majority of the workday on the phone. Enthusiastic, efficient, able to act quickly and exercise good judgment under pressure in a high-volume, fast-paced environment with frequent interruptions and conflict situations. Demonstrated and excellent interpersonal, communication and organizational skills, with the ability to multi-task and pay attention to details.

Preferred Education:

Bachelor's degree

Preferred Experience:

5 years

Preferred Field of Expertise:

Two or more years' experience in hotel or convention meeting sales. Bilingual in English and Spanish. Experience organizing business travel, conventions, corporate meetings, training, luncheons, weddings or other events and special occasions.

Comments:

No set schedule. Will have to work weekends, evenings and/or holidays, based on business necessity

SIGNATURES:

Employee: _____ Date: _____

Supervisor: _____ Date: _____

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

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