SALES MANAGER

DEFINITION

Under general direction of the Sales and Marketing Manager and in conformance with established policies, provides immediate on-going administration of Alliant Energy Center sales activity including maintenance of the current customer base, assist in creating new marketing methods to develop new customer base, written and oral communication with Center staff and potential/actual customers, coordination with event scheduling and overall sales activity; performs related work as required.

EXAMPLES OF DUTIES

Provide daily sales related communication with current and prospective customers as directed by the Sales and Marketing Manager.

Assist the Sales and Marketing Manager in developing and implementing strategic sales campaigns including effective client telemarketing, written follow-up and facility tours.

Coordinate pertinent customer data collection and establish related data base files.

Arrange all support service for new and existing customers in a timely and well organized manner.

Prepare and present oral and written reports of sales of activity.

EMPLOYMENT STANDARDS

Education and Experience: Any combination of training and experience equivalent to a bachelor's degree in business administration, marketing, journalism (public relations) or related field from an accredited college or university and two years sales/marketing experience involving convention/trade shows or multi-purpose public assembly facilities.

Knowledges and Abilities: Working knowledge of sales/marketing principles, methods and practices; ability to build a cooperative and supportive relationship with Center staff to provide an overall sales process that persuasively, tactfully and effectively develops and maintains a customer base for facility rental; ability to use or learn personal computer applications to generate schedules and customer data base.

Special Requirement: Must be available to work evenings, weekends and holidays as Center event programming dictates