

DIRECTOR OF SALES

Crystal Mountain | Thompsonville, MI





Crystal Mountain

Our year-round resort is the stage for exceptional experiences that connect people with self, others, nature, and ideas.

Established in 1956, Crystal Mountain is a family-owned, four-season resort destination located 28 miles southwest of Traverse City and a short drive from Sleeping Bear Dunes National Lakeshore. The resort features [lodging](#), [dining](#), [downhill](#) and cross-country skiing, two championship [golf courses](#), shopping, award-winning [Crystal Spa](#), Michigan's only alpine slide, the Park at Water's Edge, Michigan Legacy Art Park, weddings, and a conference center. [Click here](#) to learn more about our conference center.

What is now recognized among North America's premier family destinations by the likes of Conde Nast Traveler and Fodor's Travel began with a dedicated group of neighbors from Benzie County simply looking for a place to ski. That spirit has sustained Crystal Mountain for over 60 years and will see it endure in the decades ahead. [Click here](#) to learn more.

[Alpine Slide](#) [Archery](#) [Biking](#) [Chairlift Rides](#) [Crystal Center](#) [Crystal Spa](#) [Dining](#)
[Downhill Skiing](#) [Events](#) [Golf](#) [Hiking](#) [Ice Skating](#) [Meetings](#)
[Outdoor Pool and Water Playground](#) [Snowshoeing](#) [Tennis, and Pickleball](#) [Weddings](#)

About Thompsonville, MI & Benzie County

Thompsonville is located in the heart of Benzie County. It is best known for Crystal Mountain and the [Iron Fish Distillery](#). Located along the shores of Lake Michigan near the northwestern tip of lower Michigan, Benzie is abundantly rich in natural resources with many lakes, rivers, forests, and areas of productive farmland. Over 36% of Benzie County is publicly owned land. [Sleeping Bear Dunes, National Lakeshore](#), is truly a national treasure.

Hunting and fishing, water sports, golf, downhill, and cross-country skiing, as well as snowmobiling and other forms of recreation, provide many opportunities for residents and visitors. The [Betsie Valley Trail](#) transforms the old rail system into a relaxing or vigorous hiking, skiing, and biking experience through the County.

Benzie County is known for its historical small towns and villages. Each of these entities is unique and has a strong sense of identity, yet they all share common visions for the future of the county as a whole.



POSITION SUMMARY

The Director of Sales will be selling (carrying accounts) and leading a team of selling individuals. This position is responsible for planning and implementing sales programs, both short and long-range, targeted toward existing and new markets by performing the following duties personally or via the sales team. The ideal candidate will have experience selling and leading within an independent resort-type environment with seasonal needs and trends. Success in this position will require a strategic drive to win.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Achieves satisfactory profit/loss ratio and market share in relation to preset standards and industry and economic trends.
- Develops and implements strategic sales plans and forecasts to achieve corporate objectives for products and services.
- Develops and manages sales operating budgets.
- Develops and recommends resort sales product positioning, packaging, and pricing strategy to produce the highest possible long-term market share.
- Directs market channel development activity and coordinates sales team by establishing sales territories and goals.
- Directs staffing, training, and performance evaluations to develop and control sales programs.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Exemplifies Crystal Mountain's Core Values.
- Guides preparation of sales activity reports and presents to executive management.
- Meets with key clients, assisting sales representatives with maintaining relationships, negotiating, and closing deals.
- Monitors competitor products, sales, and their meeting marketing activities.
- Oversees and evaluates sales research and adjusts sales strategy to meet changing market and competitive conditions.
- Prepares periodic sales reports showing sales volume, potential sales, and proposed client base expansion areas.
- Represents the company at trade association meetings to promote the resort.
- Responsible for prospecting and pursuing business in key market segments.
- Reviews and analyzes sales performances against goals and plans to determine effectiveness.

QUALIFICATIONS

- A High School Diploma is required.
- A Bachelor's Degree in Sales, Marketing, or Business is preferred.
- A minimum of 5+ years of related experience with progressive managerial responsibilities.
- The ability to travel as necessary.
- The ability to work outdoors during events.
- Evenings, weekends, and holidays are a regular part of the schedule.
- Must have excellent attendance and conduct record for consideration.
- Must have an unrestricted and insurable driving record.

KEY CHARACTERISTICS

- The ability to clearly communicate to both large and small groups.
- The ability to work well under pressure.
- The ability to work with different personalities and work styles.
- Enthusiastic with pride and passion for Crystal Mountain.
- Excellent verbal and written communication skills.
- Flexible and able to react to changing situations.
- Good judgment and capable of making decisions.
- Highly organized and detail-oriented.
- Proactive selling style.
- Respect for all employees and guests.
- Strong interpersonal skills.
- Technology savvy.

TOP PRIORITIES

1. Connect with the sales team and immerse yourself in Crystal Mountain Culture.
2. Learn all Crystal Mountain offerings and how they compare to the comp set.
3. Assess and stabilize the sales team and sales process.
4. Understand and identify business trends and opportunities.
5. Develop short-term and long-term strategic plans (4 years out).



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, John Brich.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.