

# SENIOR NATIONAL SALES MANAGER

Visit Detroit | Remote from the D.C. Metro Area





# Who We Are

When in Detroit, do as Detroiters do! Find your vibe here with us, your official concierge to the Detroit region, spanning Wayne, Oakland, and Macomb counties. Let the city's good vibes, year round festivals, food, music, art, and history feed your bucket list FOMO—plan your visit and discover how the Motor City moves!

Metro Detroit covers nearly 2,000 square miles. To make planning easier, we've divided the area into regions to help you navigate downtown Detroit and the city's surrounding counties and suburbs.

### Destinations

[Downtown Detroit](#) [Macomb](#) [Oakland](#) [Wayne](#) [Windsor, Canada](#)

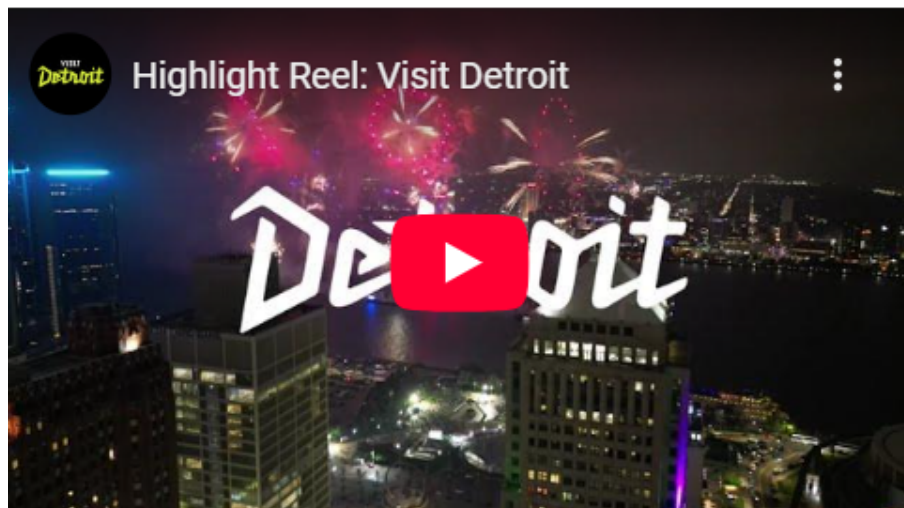
### Things To Do

[Arts & Culture](#) [Auto Culture](#) [Cruises & Tours](#) [Entertainment & Nightlife](#) [Events](#) [Family Fun](#)  
[Food & Drink](#) [Live Music](#) [Outdoors](#) [Shopping](#) [Spas & Wellness](#) [Sports](#)

### About Visit Detroit

Visit Detroit is the only organization that promotes the metro Detroit regionally, nationally and internationally as a convention, business meeting and tourism destination.

The mission of Visit Detroit is to market and sell the Detroit metropolitan region to business and leisure visitors in order to maximize economic impact. In collaboration with our partners, stakeholders, and customers, our purpose is to champion the continuous improvement of the region as a dynamic and memorable tourism destination.





# POSITION SUMMARY

The Senior National Sales Manager is an established industry leader who will serve as the face of Metropolitan Detroit in key markets, fostering relationships with meeting planners, attending industry chapter meetings and trade shows, and securing business that drives meetings and conventions to the city. This position reports to the Senior Director of Sales & Strategic Alliances and is responsible for achieving all critical success metrics aligned with Visit Detroit's mission, including room nights, lead generation, and site visits. A primary focus will be on securing new incremental citywide business to enhance Detroit's presence in the meetings and conventions market.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Serve as the primary Metropolitan Detroit Brand Ambassador at industry events, tradeshow, and networking functions in Washington, D.C., and surrounding markets, embodying professionalism and thought leadership.
- Develop and execute a comprehensive sales strategy that strengthens Detroit's presence at key industry organizations such as PCMA, MPI, ASAE, and other relevant chapter meetings, fostering influential relationships and elevating the city's visibility.
- Take a leadership role in researching and identifying emerging trends, business opportunities, and competitive insights in the Washington, D.C., and East Coast markets to continuously refine and enhance sales strategies.
- Develop efforts to attract citywide conventions, meetings, and events to metropolitan Detroit, driving long-term economic impact for the region.
- Consistently meet and exceed personal sales goals while mentoring junior sales team members to achieve departmental objectives.
- Lead high-level client negotiations and strategic presentations to secure major bookings. Focus on creating tailored, compelling offerings that highlight Detroit's unique strengths as an event destination.
- Participate in industry trade shows and promotional events to network and promote metropolitan Detroit as a destination. This role includes necessary business travel to represent the city and engage with potential clients.
- Oversee and execute high-impact site visits for qualified planners, ensuring they experience Detroit's top attractions, convention facilities, hotels, and other key venues. Develop immersive experiences that leave a lasting impression.
- Engage with potential clients through direct outreach, relationship building, and strategic presentations to secure bookings.
- Seamlessly incorporate the core principles of Visit Detroit's brand into all sales presentations. This responsibility is crucial for educating potential clients about Visit Detroit's advantages as a leading destination for business meetings, thereby enhancing the city's appeal and competitive edge in the marketplace.
- Utilize the IDSS system to manage assigned accounts and client interactions, track leads, and ensure follow-up.
- Maintain a positive public image and build strong relationships with clients to ensure their satisfaction.
- Plan and document all sales trips, compile detailed reports and track new business opportunities to drive growth.
- Participate in weekly sales meetings and business development sessions to stay updated on industry trends and maintain effective communication with local hospitality industry stakeholders.
- Effectively meet goals while working from a home office and adhering to the Visit Detroit Telecommuting Policy and Hybrid Work Policy.
- Complete efficiently and accurately payroll and expense reports in accordance with Visit Detroit's policies and procedures.
- Committed to partnering with Visit Detroit in embedding diversity, equity, and inclusion into company culture and operations, and actively contributing to creating a welcoming and inclusive environment for all employees and stakeholders.
- Maintain active membership and participation in industry associations.
- Maintain working knowledge of all the members' facilities, attractions, and services available to customers planning meetings in the Metro Detroit area.
- Coordinate with Customer/Partner Services to effectively serve groups booked by Visit Detroit.
- Complete and submit, on a timely basis, appropriate reports assigned by the Senior Director, Sales Strategy
- Work cooperatively with other Visit Detroit personnel and departments.

## COMPETENCIES

- High level of knowledge, understanding, and proficiency in the sales process, specifically in the hospitality and tourism industry.
- Proficient in strategic sales, negotiation, and collaboration.
- Excellent presentation skills and ability to speak in front of groups of all sizes.
- Expanded knowledge of industry trends.
- Prior experience with a CRM or data management system is a plus.
- Strong problem-solving abilities, attention to detail, and follow-through.
- Ability to manage multiple objectives simultaneously and prioritize appropriately.
- Excellent communication skills including the ability to clearly express thoughts, ideas, and concepts, verbally and in writing, in the English language.
- Exhibits leadership attributes, serving as a mentor and leader within a team environment.
- The ability to adapt approach and demeanor in real time to match the shifting demands of different situations.
- Strong people skills with the ability to facilitate and bring parties together.
- Ability to develop and maintain effective working relationships with supervisors, peers, colleagues, and external stakeholders.
- Maintains a positive and professional work attitude, appearance, and behavior even in the most demanding situations.
- Proficient in using personal computer software and application,s including Microsoft Word, Excel, Outlook, and PowerPoint.
- Ability to work effectively in remote work environment, proficient use of video conferencing software and other remote work tools.
- Available weekends and outside of normal work hours for assignments and travel, as needed.

## QUALIFICATIONS

- **Minimum Qualifications**
  - Bachelor's degree in hotel, hospitality, or marketing management.
  - 6-8 years of convention bureau, hotel (200 rooms or more), and/or industry sales experience.
  - Ability to travel by airplane and operate a motor vehicle, access to reliable transportation.
  - Must maintain a qualifying credit history to be eligible for a company-issued American Express card, which is required for business-related travel and client entertainment expenses.
  - Valid, unrestricted Michigan driver's license.
- **Preferred Qualifications**
  - Bachelor's degree in hotel, hospitality, or marketing management.
  - 8 -10 years of convention bureau or hotel sales experience (500 rooms or more).
  - Sales experience specific to citywide destination marketing.
  - Sales experience working with a convention center.
  - Certified Meeting Planner designation.



**Brian-Douglas Stanwood**

Executive Recruiter

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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Brian-Douglas Stanwood.**

**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.**