

POSITION OVERVIEW

VISIT TELLURIDE – TELLURIDE TOURISM BOARD GROUP SALES DIRECTOR (TELLURIDE, CO)



ABOUT TELLURIDE

Celebrated for its culture, heritage and spectacular scenic beauty, Telluride, Colorado, is recognized for its unrivaled recreational opportunities. In the winter, world-class [Telluride Ski Resort](#) boasts powder-filled bowls in which to ski, snowboard and enjoy awe-inspiring mountain views. Come summer, the resort transforms into a North American icon of music and events—home to world-famous festivals, including the



[Mountainfilm in Telluride](#), [Telluride Bluegrass Festival](#), [Telluride Jazz Celebration](#) and [Telluride Film Festival](#). In addition to the summer [festival calendar](#), [camping](#), [hiking](#), [biking](#),

[flyfishing](#), [rafting](#), [Jeeping](#) and other outdoor activities are popular. A free [gondola](#) provides easy year-round travel in the area.

[VisitTelluride.com](#) is the official website of the [Telluride Tourism Board](#). Learn about Telluride [hotels](#), [summer](#) or [winter activities](#), and book [travel](#), [accommodation](#) and [lodging deals](#) with [Telluride Central Reservations](#).



To keep up with new options such as accommodations, dining and featured events – the Telluride Tourism Board offers a variety of ways to access visitor information. From the trip planning process to questions that surface upon arrival in Telluride, the goal is to help visitors enjoy their stay.

[Discover Telluride, Colorado, today.](#)

At the epicenter of San Miguel County are the communities of Telluride and Mountain Village. These two unique towns have put the southwest corner of Colorado on the map. Known for world-class alpine skiing and cultural events, Telluride and Mountain Village offer visitors the best of both worlds.

Telluride, Colorado



Telluride is tucked into a box canyon, surrounded on all three sides by 14,000-foot peaks. The town of Telluride is just eight blocks wide and twelve blocks long. Because of its significant role in the history of the American West, the core area of Telluride was designated a National Historic Landmark District in 1964. This listing is the highest level of historic status available from

the United States Secretary of the Interior. These sites are so special that, in theory, they are eligible for consideration as national parks. With its colorful Victorian-era homes, clapboard storefronts, boutiques, art galleries, gourmet restaurants, historic buildings and more, Telluride is a delight to explore. Our citizens are committed to preserving Telluride's historically significant architecture, open space, traditional design elements and, most of all, Telluride's small-town mountain lifestyle.

Mountain Village, Colorado

Mountain Village is perched above the valley floor at 9,500 feet, providing access to the Telluride Ski Resort and Uncompahgre National Forest. The Town of Mountain Village was founded in 1987 and includes approximately 2,100 acres of rolling aspen- and spruce-covered mountainside. A vision of alpine elegance, this European-style village tempts guests with the best of everything in the Telluride region. Coming into its own as a leading community, Mountain Village embraces green practices and sustainable growth in its everyday operations.

The two towns are connected by a free, scenic gondola—the only transportation system of its kind in North America. The 13-minute ride is a daily event for residents and visitors alike. Exploring both Telluride and Mountain Village is easy with the convenience of the gondola.



Telluride is known for its quirky charm. Here's a sampling of what makes this place so interesting:



- Telluride has the only free gondola public transportation system of its kind in North America.
 - At 9,078 feet above sea level, the Telluride Regional Airport is the highest commercial airport in North America.
 - At the east end of Telluride, Bridal Veil Falls is Colorado's tallest free-falling waterfall at 365 feet.
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- Ski Magazine rates Telluride Ski Resort in the Top 10 ski resorts in North America.
 - Telluride Helitrax is Colorado's only helicopter ski company and has been in operation since 1982.
 - Telluride was the first city in the world to have electric streetlights. Once called the “City of Lights,” the world's first alternating current (AC) power plant was built here.
 - Butch Cassidy robbed his first bank in Telluride on June 24, 1889, walking away with over \$24,000.
 - The Galloping Goose's oldest bus, #101, runs on non-toxic, biodegradable, vegetable oil-based biodiesel fuel.
 - There are no chain restaurants or shops in Telluride.
 - The nearest stoplight is 45 miles away.

Telluride Tourism Board is a community non-profit organization that is funded by the Town of Telluride, Mountain Village and San Miguel County.

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Candidate will drive and grow group and conference sales for the company while also having participation in the process of actively working with partners in the Telluride region. S/he will manage the group sales office and staff that support the growth in all aspects of the business. S/he and the staff will contribute to the overall success of the company by maximizing business growth opportunities for the community. S/he will be responsible for directing the implementation of strategic sales plans to achieve growth and profit objectives.

This executive will be part of the senior management team of the organization and will play a leading role in bringing marketplace perspectives, objectives and sales opportunities to the team. Leads by example, builds morale, motivates and helps maintain the highest standards of excellence in the company amongst the employees.

This executive will be responsible for the organizational effectiveness of the group sales team and for assessing, training and crafting the sales organization with a view to developing a “state-of-the-art team” to help the company reach the next level. The sales director will also have an integral role in closing sales and driving group business to the destination.

RESPONSIBILITIES

The successful candidate will:

- Meet or exceed his/her sales goals in all aspects of resort unit sales, across multiple sites and sales departments in the marketplace.
- Set budget goals for all aforementioned sales departments and hold them accountable for meeting/beating those sales goals.
- Review on an ongoing basis resort unit sales and budget performance to LY and goals.
- Direct and coordinate quarterly sales meetings for the purpose of communicating the company’s vision to community partners.
- Work with sales team on key client accounts. Visit all Telluride businesses on a regular basis, depending on current needs and requirements.
- Work closely and meet frequently with local sales team members to give valid input as to the direction of the company sales division.
Responsible for tracking and analyzing sales results.
Responsible for all aspects of accurate budget management for trade shows and promotions.
Responsible for coordinating sales and marketing programs and all area partners.
Ability to organize and manage multiple priorities.
Proven track record of successful group sales abilities with experience in working with corporate and association markets.
- Manage the development of the company’s corporate and association sales strategy as it evolves to a more focused approach, select and cultivate strategic team members.
- Provide market intelligence and product / program performance information to the marketing department to facilitate development of new products and marketing plans.
- Evaluate the current sales and sales administration/support department and subsequently design and build an appropriate sales force and sales support structure to facilitate achievement of company sales and objectives.
- Motivate and lead the sales organization; develop and implement programs promoting staff motivation, performance incentives and achievement recognition.
- Be responsible for management and creation of annual sales and operational budgets.
- Be responsible for all levels of group sales and service at client/customer/investor level and for the resolution of any fulfillment issues.
- Up to 25% travel required

PROFESSIONAL QUALIFICATIONS

The successful candidate will possess a cutting-edge understanding of the most sophisticated sales approaches currently in use by resort companies with similar multi-level locations and channels. This individual will have a minimum of 5-10 years of operating and sales management experience. Candidate should possess excellent communication skills and group/conference, sales experience preferably in the resort destination market. A proven history of sales success qualified by references. Management experience in overseeing, directing, and managing sales teams as well as assisting in strategic partnerships and the other marketing elements. Director will possess a solid track record of achieving \$1 million in sales volume, preferably in the corporate and association market sector.

The best candidates will be sales professionals with managerial and leadership skills, as well as a thorough understanding and experience selling and closing all types of resort lodging/conference sales. This person will also have an understanding and experience dealing with the primary partners. Regardless of specific career progression, s/he will be a consummate leader who is able to hire, train and upgrade a sales organization, and has demonstrated the ability to work alongside individual team members as a day-to-day partner in moving the business forward.

Though fact-based selling and related initiatives are important, it is absolutely key that the successful candidate possess the necessary relationship building and management skills, as well as detailed knowledge of the resort industry. S/he will be a mature, strong sales leader, committed to winning long-term success through a consistent focus on the client/investor and on the best possible use of resources in the sales function. S/he will be able to add real value across the organization's business system while simultaneously reinforcing the successes that have already been achieved. S/he must be able to build ever increasing enthusiasm and understanding on the part of their sales team.

PERSONAL CHARACTERISTIC

This executive will be able to clearly see the company's vision as well as develop/execute a plan to help achieve that vision.

The successful candidate will get great satisfaction from building team excellence. S/he will be a self-directed, insightful individual who is fully capable of functioning both independently and as part of a team, and who relishes driving change in an organization.

She/he will have evident personal flair and will inspire confidence in both internal and external constituencies by nature of their presence and past experience/achievements.

The successful candidate will demonstrate true leadership ability and have strong cross-functional and team-building skills with an ability to manage effectively up, down and across the organization.

The successful candidate will be upbeat, positive, high energy and committed to winning results. S/he will be flexible and open to ideas coming from all areas and levels of the organization, but also confident and decisive, with the courage of their convictions, and be able to make the tough calls when necessary. S/he should possess a tremendous drive.

EDUCATION

A Bachelor's degree in Sales, Marketing or Business is preferred.

COMPENSATION

Compensation will consist of a base salary and commission opportunity. Health and Dental benefits, vacation & holiday time off.

If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Brent Lubahn, Executive Recruiter, SearchWide™

Email: lubahn@searchwide.com or Phone: 952-431-5968

On the Web: www.searchwide.com