



**BIGREDF** RESTAURANT GROUP

Date Updated:	April 2016
Position Title:	<b>SALES MANAGER</b>
Name of Employee:	Jennifer Boyer
Location:	COLORADO (Front Range)
Name of Manager:	Dana Query

### **Main Functions:**

The Big Red F Sales and Event Manager is responsible for actively and aggressively soliciting, selling, booking, following-up with, and tracking catering and private dining sales at multiple Big Red F restaurants. A critical function of the role is to be a fervent ambassador for Big Red F Restaurants in the marketplace through relationship building, networking, and outstanding hospitality. The Big Red F Sales Manager must be an engaging leader and manager, able to create a collaborative team oriented work environment and work closely with our restaurant managers and administrative staff to create flawless private dining experiences and exceed our guests' expectations.

- Proactively and enthusiastically sell the private dining spaces of all Colorado Big Red F restaurants
- Create a territorial sales & marketing strategy in order to reach or exceed sales goals
- Reach or exceed quarterly budgeted sales goals
- Plan, upsell, and detail the events with the client including: space requirements, times, equipment, menus, themes/decorations, linens, etc.
- Clear and complete hand-off of event BEOs and client expectations to Operations
- Coordination & Assistance in Execution of ALL multi-store events; charitable and beyond – the one point of contact for the client
- Develop private dining standing menus with chefs [at minimum bi-annually]
- PREFERABLY

### **Technical Skills Required:**

- 4+ years experience in sales for retail/hospitality industries
- 2+ years experience managing a team
- Excellent written and verbal communication skills
- Excellent project management and organizational skills
- A passion for food, beverage, hospitality and community

- Lover of technology: proficiency with MS Office, web based project management software, Caterbase and/or web based event management software; experience managing large e-mail lists (Constant Contact, Open Table, etc) and social media content (Facebook, Instagram, Twitter, etc.); basic understanding of Adobe Creative Suite; addicted to responding to emails and texts at all times of day
- An intimate knowledge of multi-unit restaurant operations
- A great phone voice – treating every person who calls or contacts the office as a valued guest
- Tertiary education; Business degree specializing in Sales, Marketing, or Communications

Job Duties & Skills:	Success Measures:
<b>Direct Sales</b>	<ul style="list-style-type: none"> <li>• Targets results-oriented high revenue potential sales calls to ensure a successful direct sales program.</li> <li>• Key Account Management: maximizes current and growing list of key accounts by identifying and capturing those that offer repeat business.</li> <li>• New Account Development: captures competitors' clients through networking, research, and outreach in order to target and solicit new PDR guests. Acquires referrals from existing guests. Follows up on all leads within 24 business hours of receipt.</li> <li>• Plans and implements an on-going Targeted Account Development "hit list" in order to acquire valuable corporate PDR business for the restaurants.</li> <li>• Focuses on revenue-producing activity and maximizes selling time by dedicating a minimum of 90% work time on direct sales efforts.</li> </ul>
<b>EVENTS - BigRedF</b>	<ul style="list-style-type: none"> <li>• Guest point of contact</li> <li>• Plan, coordinate, and assist in execution of all multi-store BRF events</li> </ul>
<b>Account Service &amp; Management</b>	<ul style="list-style-type: none"> <li>• Create and Maintain well-documented, accurate, organized, and up-to-date file management in order to serve client and employer in the most expedient, organized, and knowledgeable manner.</li> <li>• Develop customer profiles and maintain an effective trace system include dates and references, in order to best meet clients' needs, resulting in superior account service and</li> </ul>

	<p>increased revenues.</p> <ul style="list-style-type: none"> <li>• Represents her/himself and the restaurants with the highest level of integrity and professionalism with a genuine and caring approach at all times.</li> </ul>
<p><b>Coordination with Stores</b></p>	<ul style="list-style-type: none"> <li>• Create detailed Banquet Event Orders (BEO) that includes all information needed to execute each event beyond the guest's expectations.</li> <li>• Excellent and complete communication with the point person at each store to ensure the guest's nuances and preferences are understood and catered too.</li> <li>• Establish a system for handling pop-up requests (last minute changes) both with the guest and with the stores.</li> <li>• Establish a feedback loop between this position and the stores to ensure you are properly informed of all positives and negatives regarding the execution of the event.</li> </ul>
<p><b>Concierge and business "runner" programs.</b></p>	<ul style="list-style-type: none"> <li>• 2% yearly increase in seats booked from hotel concierges and local business partners.</li> <li>• Maintenance of concierge/sales benefits programs.</li> <li>• Updated menus and catering/PDR program materials to hotels and concierges.</li> </ul>
<p><b>BUSINESS to BUSINESS SALES (BigRedF Ambassador)</b></p>	<ul style="list-style-type: none"> <li>• Liaison to Chambers, Visit Denver, CVBs, SBDC, Universities, Business and Trade organizations, etc.</li> <li>• Utilization of organization resources, directories, web listings, special events, programs, presentations, networking, etc.</li> <li>• Build at least 12 strategic partnerships per year that build sales.</li> <li>• Work with Philanthropy Queen and Marketing Director to develop strategies for partner/charity events, promotional programs, etc.</li> </ul>
<p><b>Exceptional Service / Project Management</b></p>	<ul style="list-style-type: none"> <li>• Ready, willing and eager to deliver extraordinary service every day, no matter the task. This will require superior communication and project management skills. <u>Nothing gets forgotten.</u></li> <li>• Send weekly updates of your project list to Big Red F management team (who TBD).</li> </ul>

**MISC - Lover of Change**

- We're growing quickly. Our priorities can change hourly. Your job duties may be notably different from day to day. You need to embrace all change as if you instigated it. You are responsible for updating this job description when there are any significant changes, no less than twice per year.