



## **Regional Sales Manager**

### **Location:**

- Based in Gainesville, FL
- Secondary Consideration given to Orlando or Jacksonville

### **Responsibilities:**

- Report and work closely with SVP Sales on current and new property revenue generation for the Tailgate Guys' Florida region which includes professional and collegiate properties.
- Will work hand-in-hand with the Regional Director and property General Managers/Project Managers to ensure a success overall sales operation.
- Conceptualize and execute on day to day sales development that deliver revenue targets and maximize profit margins throughout the region.
- Meet and exceed weekly/monthly/yearly activity and sales goals across multiple properties as assigned.
- Develop long and short-term sales strategies to maximize tailgate package sales, catering, supplemental items sales and special event packages in the region.
- Develop and grow relationships with our partners and their accompanying fan communities (corporate partners, alumni associations, season ticket holders, community leaders, etc) to generate new leads, referrals and sales channels.
- Develop and grow relationships with potential guests/clients in multiple markets; engage in both corporate and individual guest sales, encouraging full season and multi-game package reservations.
- Prospect, connect and close new business on daily/weekly/monthly basis.
- Ensure proper collections of all committed gross annual revenue from guests.
- Handle both inbound and outbound sales inquiries with a high-level of service & guest satisfaction.
- Generate significant revenue through a high volume of prospecting & new business sales
- Ability to develop and manage new sales/marketing materials to be used to grow the business.
- Travel as necessary (up to 50% of your time).
- Responsible to be on-site for all hosted events in their region; focusing on building relationships, securing referrals and growing overall sales & renewals.

### **Preferred Skills /Qualifications :**

- Minimum of five years of sales experience
- Proven history of exceeding sales goals
- Strong closer/business development skills
- Ability to work independently as well as part of larger groups
- Exemplifies Tailgate Guys Key Values: Passionate, Authentic, Innovative, Transparent, Gritty, Tactful, Part of a Team
- Excels in a goal-oriented sales environment
- Skilled at creating and sharing vision of the Company internally and externally
- Sports/event marketing background preferred
- Skilled at networking and maintaining guest relationships
- Possesses excellent communication & problem-solving skills, key attention to detail, experience in negotiations and closing business
- Able to multi task, balancing many opportunities concurrently
- Experience with Salesforce and other CRM tools
- Operates with the goal that each project has a specific target & timeline to be achieved
- Willing and able to support and provide sales training to fellow co-workers
- Proficient in excel, word and PowerPoint; preferred experience in InDesign

Job Type: Full-time