

# MERCURE

HOTEL

DUBAI BARSHA HEIGHTS

## JOB DESCRIPTION

F/TC/26 Rev00

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**Job Title:** Sales Executive– Corporate & Long Term **Level:** 4  
**Reporting to:** Director of Sales & Marketing **Department:** Sales  
**Responsible for:** Sales **Date:** 05<sup>th</sup> November 2024

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### OBJECTIVE:

Every Mercure team member is a “Heartist”. A Heartist represents Mercure’s brand and its values, at all times. The Mercure Heartist will establish relationships and foremost, the Mercure Heartist will deliver an exceptional guest experience and promote the French Elegance.

### Duties and Responsibilities

- Overcome the ‘location’ challenge and build Corporate and Long Term segment base for the hotel
- Create awareness with regards to the hotels meeting and banqueting facilities
- Implement brand standards in all sales processes.
- Shift market share from the competition with specific focus on group segment
- Creates sales strategy for account penetration
- Executes sales strategy to achieve goals
- Develops contracts and correspondence, manages opportunity details and proactively develops customer solutions
- Works independently or centrally, depending on account, with corporate business travel segment to establish appropriate business transient pricing for assigned accounts
- Proactively communicates with key stakeholder group (General Manager, Property Sales Leaders, Directors of Finance and Accounting)
- Works with Director of Sales & Marketing on account productivity, opportunities and strategic direction
- Maintains accurate and up to date account data and reporting using account management systems
- Sets a positive example for guest relations.
- Establishes clear expectations for customers and the property throughout the sales process.
- Transfers accurate, complete and timely information to operating departments at the property.
- Effectively resolves guest issues that arise as a result of the sales process; brings issues to the attention of property leadership team as appropriate.
- Participate in guest satisfaction review sessions to identify areas of improvement; takes ownership of results and shares recommendations to address guest service issues
- Create both awareness and develop loyalty through familiarization trips, site visits and presentations.
- Responsible for developing and maintaining close relationship with local convention bureau and tourist board offices.
- To assist in devising incentives for conference and incentive agents to stimulate business.
- Handle all incoming Corporate and Long Term RFP generated by sales offices, pertaining to own defined segment or portfolio

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- Implement and execute all sales objectives and action plans to reach and exceed set targets
- Prepare offer letters according to guest requirements and availability, according to company standards and selling strategy
- Ensure that all necessary information about the event is obtained either from account manager or from the client directly prior to the preparation of an offer
- Maximize up selling opportunities by proposing additional events and activities suitable and complimenting to the Corporate and Long Term booking
- Establish and maintain files of major accounts and assist Superiors in maintaining the accounts management system

## Training and Talent & Culture

- Ensure wherever possible that employees are provided with a work place free of discrimination, harassment and victimisation.
- Treat complaints of harassment and discrimination promptly and confidentially.
- Treat customers and colleagues from all cultural groups with respect and sensitivity.
- Identify and deal with issues which may cause cross cultural conflict or misunderstanding.

## Miscellaneous

- All Heartists are required to comply with every reasonable request from their hierarchical supervisor(s) within an amount of time that it takes to comply under normal circumstances.
- All Heartists" may be assigned to other duties in the hotel as and when required by business levels.

## GENERAL DUTIES:

### Health and Safety

- Ensure that all potential and real Hazards are reported immediately and rectified
- Be fully conversant with all departmental Fire, Emergency and Bomb procedures
- Ensure that all emergency procedures are rehearsed, implemented and enforced to provide for the security and safety of guests and employees
- Ensure the safety of the persons and the property of all within the premises by fairly applying Hotel Regulations by strict adherence to existing laws, statutes etc.
- Ensure all staff within the department work in a manner which is safe and unlikely to give risk of harm or injury to selves or others
- Use safe manual handling techniques and practise safe work habits following Accor Health, Safety and Environment policies, maintain procedures to minimise our impact on the environment and prevent pollution.

### Confidentiality

- Ensure confidentiality and secure storage of all intellectual property and data bases, both hard copy and electronic. Adhere to Accor Internet and Email policy
- Ensure Hotel, Customer and Staff information or transactions are kept confidential during or after employment with the company.

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### To be fully conversant with:

- Hotel fire procedures
- Hotel security procedures
- Hotel Health and Safety policy and procedures
- Hotel Facilities and attractions
- Hotel standards of operation and departmental procedures
- Mercure Appearance guidelines
- Mercure vision and its corresponding strategies
- Methods of accepted payment of the company
- Short and long term company marketing promotions

### NOTE

This document reflects the job content at time of writing and will be subject to periodic change in the light of changing operational and environmental requirements. Such changes will be discussed with the job holder and the job description amended accordingly.

**"Heartist" Name:**

**Head of Department Name:**

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**Date:**

**Date:**

**"Heartist" Signature:**

**Head of Department Signature:**

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