



Cluster Sales Manager – Capstone Hotel Management

Title: Cluster Sales Manager
Reports to: Managing Director

About the role: As a **Cluster Sales Manager**, you will play a pivotal role in driving corporate, government, and conference market sales for Capstone Hotel Group which operates 20 hotels throughout New Zealand. Your expertise in GDS systems, fostering corporate relationships, and engaging with the Conference & Incentives (C&I) market will be essential to increasing occupancy and revenue across our key properties.

Key Roles & Responsibilities

- Drive sales by developing and executing business plans to grow revenue from the corporate, government, and conference markets.
- Conduct regular client meetings and sales calls to maintain and expand existing business while actively sourcing new opportunities.
- Leverage GDS Systems to identify and secure new corporate bookings, ensuring high visibility within the global corporate travel market.
- Develop and nurture corporate relationships, with a focus on long-term partnerships and maximizing room nights and event bookings.
- Drive business from the Conference & Incentives market by promoting the conference spaces.
- Collaborate with internal teams, including event planners, to ensure smooth delivery of conferences and meetings at both properties. (*Attendance of functions and events as required*)
- Stay informed about competitor strategies and market trends to keep the hotels competitive.
- Ensure all available and known resources are used to attempt to recover any lost business.
- Maintain accurate client records, submit regular monthly sales reports, and adhere to all company policies and budgets.
- Promote the entire hotel portfolio, maintaining market awareness, and driving bookings across the group.
- Support and collaborate with Director of Sales and Revenue Manager

About you

- Proven experience working with GDS systems (e.g., Amadeus, Sabre) and handling corporate bookings.
- Strong corporate travel relationships and a network of industry contacts.
- A proactive, client-focused mindset with a deep understanding of competitive market dynamics.
- Excellent communication, negotiation, and presentation skills.
- Ability to work independently while contributing to the overall success of the sales team.

Key Performance Indicators

- **Increase Sales Revenue:** Achieve sales targets by increasing revenue across properties, as per the nominated annual budgets, through maintaining existing clients and developing new business opportunities.