



Business Development Executive – Hotels
Hendersonville, TN USA

Founded in 1985, STR is the global leader in data solutions and analytics for the hospitality industry. We are a rapidly growing company with ambitious plans for the future, and we pride ourselves on being a trusted partner to our worldwide client base as well as being a great place to work. STR has been recognized as one of the “Top 10 Coolest Companies to Work for in Nashville” in addition to earning a #1 ranking on a Tennessean Top Workplace poll and a spot on Inc. 5000’s list of fastest growing companies. With a presence in more than 10 countries across the globe, we are looking to add to our talented team of dedicated individuals by recruiting for a Business Development Executive- Hotels, based in Hendersonville, TN.

SUMMARY:

The Business Development Executive – Hotels is responsible for driving participation and revenue in STR’s hotel programs. They are tasked with raising awareness of our products within an assigned territory, significantly increasing the number of properties participating as data providers, and selling subscription-based services to them. This position will interact with a wide variety of industry executives such as hotel owners, general managers and revenue managers, as well as industry organizations.

ESSENTIAL FUNCTIONS:

- Comprehensive understanding of all STR products and services, with a focus on hotels and how properties utilize our products
- Responsible for direct hotel sales via cold calling, conferences, face-to-face meetings, and other forms of communication
- Significantly increase data participation for independent hotels in assigned territories.
- Expected to excel at all phases of the sales cycle, from lead generation and qualification to revenue conversion and follow-up
- Manage a robust pipeline of prospects
- Accountable for individual sales goals, which include both revenue and data targets
- Maintain knowledge of industry trends, competitors, and new sales strategies
- Represent STR at industry events, including preparing and delivering sales presentations and industry performance presentations
- Responsible for building and maintaining relationships with industry associations
- Work closely with other members of the Business Development and Marketing team, as well as cross-functional teams throughout STR. Partner with the Client Services team to ensure seamless turnover of new business
- Provide the highest quality of service to clients at all times, e.g., quick and timely responses, immediate communication to properties, foster long-term client relationships
- Other duties may be assigned on an as needed basis by management

REQUIRED QUALIFICATIONS:

- Proven success in a sales role. Must be able to demonstrate excellent sales skills including prospecting and negotiation
- Must have a professional demeanor, including excellent communication skills – written and verbal
- Analytical thinker with problem-solving skills
- Comfortable working in a collaborative team environment, as well as individually
- Ability to travel (25% - 50% of time); weekends required on occasion

PREFERRED QUALIFICATIONS:

- 3-5 years work experience, hotel sales or revenue management preferred
- Prior experience using STR products a plus
- Strong technical skills with revenue management system or analytical software experience
- MS Office skills: Word, Outlook, Excel, PowerPoint
- Experience with Salesforce or similar CRM
- Business-to-business experience preferred
- Valid Passport
- Four year college degree required

EMPLOYEE BENEFITS:

- Competitive health benefit plans
- Eligibility for annual bonus and salary review, subject to performance and business profitability
- Option to attend continuing education conference or training
- Discount YMCA membership
- 401 (k) Retirement Plan option after one year of employment
- 9 paid annual holidays
- Employee events throughout the year
- Conveniently located north of downtown providing a reverse commute from Nashville

Please send your CV and covering letter, stating why you are interested in this role to jobs@str.com, or apply online through our website at <http://www.str.com/about/careers>