



GROUP SALES MANAGER

SEATTLE & PORTLAND

CONTACT

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What we love about working at Paramount

WE EACH COUNT

Unlike big hotel chains, you are not just a number. Joining us doesn't end at handing you a 200-page manual on company protocol. We believe we're not doing our job if we don't set you up for long-term success and growth. We see the wisdom in cultivating a team that sticks around because they're thriving professionally and personally. We understand that different people flourish and learn in different ways and we know when our team members win, we all win. You spend a huge amount of your life at work and we respect that. It should be challenging and fun and rewarding and something that brings you joy. Here you have a voice, can try out new ideas and be empowered. Our team routinely blows our mind with their ingenuity and resourcefulness.

HEALTHY & HAPPY

You are unique and part of a family who looks out for you. Here, we look out for your personal and professional growth and health. And we walk the walk when taking care of our brothers and sisters. Sure, sometimes work is challenging and frustrating... but you're going to be knocking it out of the park alongside a team who is pitching in and walking by your side every step of the way.

Company Overview

[Paramount Hotels](#) is an independent, family-owned boutique hotel group with properties in Seattle, Portland and Maui.

With our legacy properties in prime downtown locations, we deliver timeless great service and amenities, but with a modern twist and artful boutique hotel experience. Paramount's leadership team cut its teeth at some of hospitality's most iconic brands including Waldorf Astoria (NYC), W Hotel, Hilton, Kimpton, Pyramid Hospitality, Four Seasons, and Marriott...but they ultimately chose to call Paramount home.

On the leadership team, [Matthew Olson](#), our President, is a second generation family business owner focused on new property development. Olson works in step, partnering closely with [Kyle Asher](#), our COO, who oversees hotel operations and strategy. Paramount Hotels is in smart growth mode and currently developing several new hotel properties in Maui including a new \$100M tower opening in May 2024. We see our superb team as a key part of our legacy and growth story.

Our team is made of hustle & heart and delivering outrageous service is just the beginning. Every day we raise the bar both professionally and personally, and you'll find your colleagues are your biggest cheerleaders and supporters. If you have a growth, dragon-slaying mindset, you've come to the right place. We love to promote from within which means opportunity is there for the taking.





Role Overview

The Group Sales Manager (Northwest) role is a new position focused on proactive sales efforts to achieve sales goals primarily in the group market in Portland and Seattle. This role will work closely with [Ryan Harter](#)/Director of Sales & Marketing (Northwest) as well as collaborate with hotel GMs and other executive team leadership. This role will focus on developing a sales plan and strategy, client development, managing key relationships, understand key market trends and competitors, and identify new target markets and hospitality partnerships to hit revenue goals. This role will also have an executive Sales Assistant for administrative support to enable this role to focus on high value activities.



Key Outcomes for Year One

1. Increase local market awareness. Get to know the local downtown Portland and Seattle community and increase awareness of Paramount Hotels among local businesses, conventions, event & tour operators, and hotel referral partners; Balance breadth and quality of in-person meetings to build new relationships.

2. Increased group sales. Sign up new corporate accounts with incentives for direct booking; Measured in number of new accounts and overall group sales revenues.

3. Sales system builder. Proactively build new written systems and sales best practices leveraging data-driven insights to help bring predictable revenue growth.

Key Role Activities

Proactive sales outreach (50% of week) Increase awareness of Paramount Hotels, benefits of booking directly with a corporate account, and unique differentiators when considering future hotel bookings. This is showing up in-person, calls, emails and being present at industry networking events to increase awareness and preference for future hotel and group bookings. You'll develop special promotions, parties and provide hotel tours.

Reactive sales response (25% of week) Professionally and promptly respond to RFPs, inquiries, current corporate client follow-ups and develop winning proposals. Ensure a smooth hand-off and communication of details for new bookings to hotel operations team.

Internal team meetings (20% of week) Weekly team business review on sales activity, new corporate accounts and competitive insight and the game plan going forward. Get to know hotel operations team as well as food & beverage partners to collaborate on new sales ideas and how to delight customers. Internal team training on company sales policies and best practices. Daily sync with Sales Assistant on any key updates, leads and follow-up activity tracking and reporting.

Research (5% of week) - Review downtown hotel market and key convention, event, corporate travel and group business competitors and potential new opportunities and fresh ideas.



Qualifications

2+ years corporate sales proven track record working with corporate accounts, event planners, conventions, meetings and special events.

Portland marketplace insight and depth of contacts (top priority) and Seattle as secondary preference

Hotel industry experience preferred, but not required; Hospitality industry experience insight could also come from restaurant, retail, resort, airline, convention, catering, event planning or travel industry prior experience.

Competitive drive and passion to win; Proactive and looks for opportunities and willing to show up in-person and make a compelling pitch for new business; Long-term relationship building approach built on trust and mutual respect

Enjoys showing up to the office and being part of a winning team and culture

Occasional travel to Seattle (2 weeks per quarter) and Maui - yes that means you need to take one for the team and balance personal fun in the sun & team meetings a few times a year

Professional communication and appearance with a strong customer service approach

EQ savvy in dealing with a mix of personalities, situations and problem solving needs

Multitasking Jedi skills in a deadline driven environment; Create sales order & peace of mind

Organized and able to leverage business productivity tools in creating proposals, email, spreadsheets and CRM.

Bachelors degree preferred

To apply and learn more:

Please email Kyle Asher/COO at kyleasher@paramounthotels.com with your confidential resume and answers to a few introduction questions to get to know you better.

Why are you interested in this role and working at Paramount Hotels specifically?

What inspired you to be part of the Hotel industry?

Tell us 3 things your group sales clients would use to describe your sales approach and why they enjoy working with you?

Walk us through a new group sales client you closed - what approach did you use to win their business?

What key metrics do you feel are important to track?

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