



DIRECTOR OF CORPORATE SALES

Location(s): Perimeter Center
Position Type: Full-time | Salary + Commission
Reports to: General Manager

WHAT WE DO

At Roam, hospitality meets functionality. Roam exists for a workforce on the move. We offer flexible month-to-month co-working memberships and provide unique and innovative meeting solutions for small business owners and Fortune 500s. We're on a mission to build an invested community by creating environments where people can focus, collaborate, learn, and socialize.

WHO WE ARE

Vision: At Roam, we believe the best in each other, want the best for each other and expect the best from each other. We select and invest in servant-leaders who are passionate about hospitality and desire to be a part of something bigger: *renewing and inspiring the way the world does business by partnering in the stories of accomplished dreams.*

Values: See how our values are lived out at meetatroam.com/careers

- **Energy**
- **Personalized Service**
- **Inspiration**
- **Innovation**
- **Generosity**

WHO WE'RE LOOKING FOR

Roam is seeking a passionate and energetic Director of Corporate Sales to be the strategic sales leader in the Perimeter market, while partnering with the Perimeter Center team to execute an excellent hospitality experience. To be successful in this role, the Director of Corporate Sales will work alongside the General Manager to create and implement a unique sales strategy to grow meeting room sales through lead generation activities, sales conversions and account management. He/ she will represent the Roam brand in the local community by engaging in external cross-marketing opportunities, events and public relations efforts.

The ideal Director of Corporate Sales is a sales leader who is a natural networker and is able to successfully drive meeting revenue through new and existing accounts. He/she is a team player motivated by Roam's hospitality brand, culture and innovative offerings. The ideal candidate is also a growth-minded learner who strives to improve themselves and create value for their team and the organization, while accommodating and managing the needs of our clients with genuine hospitality.

RESPONSIBILITIES

Lead Generation + Conversion

- Develop a thorough understanding of Roam's value proposition and our complete set of offerings.
- Partner with the General Manager to execute the sales strategy in the Perimeter Center market.
- Fill and maintain the sales pipeline with new accounts and existing accounts through lead generating activities.
- Attend networking events, organize meetings with prospects and/or meeting planners and participate in other community or industry events on a weekly basis.
- Leverage Salesforce to capture and synthesize all relevant data points that emerge from daily sales activities.
- Successfully manage the sales process to convert leads into active clients.

Account Management

- Collaborate with the General Manager to strategically target untapped market segments and industries.
- Identify opportunities for partnership agreements and work with the General Manager to create and propose a viable enterprise solution.
- Develop client relationships and loyalty through consistent follow up, gifting programs and appreciation events.
- Partner with marketing to deploy content and campaigns to build brand awareness and educate leads and prospects on Roam's offerings.

EXPERIENCE & REQUIREMENTS

- Bachelor's degree in business, marketing, hospitality or another related field.
- Minimum of 5-8 years of experience in sales, specifically in generating and converting leads.
- Experience selling in hospitality, real-estate, catering, and/or meeting and events industries are preferred.
- Proficient in the use of a CRM or sales technology platform such as: Salesforce, InfusionSoft, Gather, etc.
- Excellent communication (written and verbal), networking, and interpersonal skills.
- Driven & highly proficient in time management.

Working for Roam provides the opportunity to influence a new hospitality brand in the the cutting-edge co-working industry, as we plan to expand nationally.

Interested? Please apply via our Career Page: meetatroam.com/careers.
We look forward to hearing from you!