

Director of Sales

Job Location

Texas

Description

An exceptional opportunity is available for an accomplished hospitality sales leader to join one of Texas' premier luxury golf resort destinations. This award-winning resort is part of a nationally recognized hospitality brand known for outstanding guest experiences, industry-leading service standards, and numerous quality and excellence awards.

This Director of Sales will lead and inspire an established team of eight Group Sales Managers while driving continued revenue growth across group, corporate, incentive, and association segments. The team recently earned the prestigious **"Sales Team of the Year"** distinction, reflecting a culture of high performance, collaboration, and success.

Position Overview

The Director of Sales will provide strategic leadership, coaching, and direction to a highly successful sales organization. This role will partner closely with resort leadership to maximize group business, strengthen market positioning, and achieve aggressive revenue objectives.

This position offers a unique career-development opportunity, as the selected candidate will receive mentorship and training designed to prepare them for future advancement into the role of **Director of Sales & Marketing**.

Key Responsibilities

- Lead, mentor, and develop a team of eight Group Sales Managers.
- Create and execute strategic sales initiatives that drive group and resort revenue.
- Maintain accountability for team performance, forecasting accuracy, and sales activity.
- Foster a culture of collaboration, professionalism, and continuous improvement.
- Partner with resort operations and executive leadership to ensure exceptional client experiences.
- Analyze market trends, competitive intelligence, and business opportunities to maximize market share.
- Participate in budgeting, forecasting, and long-term strategic planning.
- Build and maintain strong relationships with key accounts, meeting planners, and industry partners.

Qualifications

- Proven success leading high-performing hospitality sales teams.
- Experience within luxury resorts, destination resorts, golf resorts, or upscale hospitality environments preferred.
- Demonstrated ability to recruit, coach, motivate, and retain top sales talent.
- Strong strategic planning, forecasting, and revenue management skills.
- Excellent communication, presentation, and relationship-building abilities.
- Track record of achieving and exceeding sales goals in a competitive market.

