



We presently have an opportunity for a **Director of Sales** at the Pinnacle Bank Championship in Omaha, NE. The Pinnacle Bank Championship is an official PGA TOUR event played on the Korn Ferry Tour. This position will report to the Tournament Director and will contribute to the sales efforts of the tournament by generating sales for pro-am, hospitality, and branding packages. The Director of Sales will be expected to generate new business and handle the administrative functions associated with these sales.

**Qualified candidates will have the following:**

- Bachelor's degree required
- Minimum of five (5) years of sales experience required. Prior experience in sports, entertainment or event management is a plus
- Thorough sales knowledge which includes prospecting, pre-qualifying, questioning, presentation, overcoming objections, conveying value proposition, listening, negotiating and closing sales
- Must be proficient with Microsoft Office software packages including Word, Excel and PowerPoint; CRM experience is a plus
- Excellent communication and presentation skills required

**Responsibilities:**

- Manage Sales team (1-2 staff members)
- Thorough knowledge of the marketplace for the event, collaborate with the Board of Directors and the Tournament Director to formulate an annual tournament revenue growth goal and capture strategy that provides a minimum of 5% growth annually
- Lead sales staff to meet or exceed their respective revenue goals which includes to implement, manage and enforce accountability of staff sales activity and goals in CRM, lead weekly sales meetings to ensure achievement and professional development
- Sell pro-am, hospitality and branding packages to new business prospects, as well as existing clients
- Provide the highest level of service through constant communication and follow through with prospects and current clients
- Build and establish relationships with local business and community organizations such as chambers of commerce and tourism boards, as well as with local community leaders and influencers
- Circulate and manage administration of sales agreements
- Enter all sales activity and agreements into the tournament CRM
- Generate internal sales reports and validate the data to ensure that all sales are captured accurately
- Work closely with PGA TOUR HQ staff on overall sales strategy, best practices and reporting
- Support tournament team during tournament week by interacting with all existing partners and hosting new business prospects
- Achieve or exceed annual event revenue budget which includes renewal and upsell of existing partners and new business relationships
- Coordinate fulfillment of tournament sponsorships
- Assist in creating new products to sell
- Assist with physical tasks week prior and after tournament



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### **Physical Demands and Working Environment:**

#### **Office:**

This job operates in a professional office environment and routinely uses standard office equipment. The employee must regularly lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, depth perception, color vision, distance and peripheral vision, and ability to adjust focus.

An essential function of the job is to be able to comply with all applicable federal, state and local safety and health regulations that would apply to this job.

This job description reflects the assignment of essential functions and may be modified as needed; it does not proscribe or restrict the tasks that may be assigned. The information contained herein is not intended to be an all-inclusive list of the duties and responsibilities of the job, nor is it intended to be an all-inclusive list of the skills and abilities required to do the job.

#### **Field:**

Typically, out in the field or on-course 5 weeks prior to tournament. While performing the duties of this job, the employee is exposed to a variety of outdoor weather conditions. Position is very active and requires lifting, pulling or pushing up to or over 25 pounds, moving and/or lift items with awkward weights. Specific vision abilities required by this job include close vision, depth perception, color vision, distance and peripheral vision, and ability to adjust focus.

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#### **Work Schedule Expectations:**

- This position typically requires working standard business hours Monday through Friday
- During busy season, this position requires after hours, and the ability to work during nonstandard hours when the need arises such as early mornings, late nights, weekends and holiday shifts