

Sales Manager

Classification: Exempt
Reports to: Director of Sales
Effective Date: August 2026

JOB DESCRIPTION

Summary/Objective

The Sales Manager is responsible for driving the growth of Group Travel Odyssey's CRM platform by acquiring new operator clients, managing customer relationships, and maximizing client retention. This role oversees the full customer lifecycle from prospecting and product demonstrations through onboarding, adoption, renewal, and expansion.

The Sales Manager serves as the primary point of contact for operator clients, collaborates closely with technical teams to resolve customer challenges, and ensures operators realize ongoing value from the GTO platform. This position combines business development, account management, and customer success responsibilities to support long-term revenue growth and customer satisfaction.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

New Business Development

The Sales Manager is responsible for identifying, engaging, and converting qualified group tour operators into GTO CRM clients. This role develops prospecting strategies, builds relationships with potential customers, conducts outreach activities, and manages opportunities throughout the sales cycle to achieve company growth objectives.

Product Demonstrations and Consultative Selling

The Sales Manager conducts product demonstrations and consultative discussions that effectively communicate the value of the GTO platform. This role develops a deep understanding of operator workflows and business challenges in order to present tailored solutions that improve operational efficiency, supplier management, and business performance.

Client Relationship Management

The Sales Manager serves as the primary point of contact for operator clients and is responsible for maintaining strong, long-term customer relationships. This role proactively engages clients, monitors satisfaction levels, supports adoption efforts, and ensures customers receive ongoing value from the platform throughout the life of their subscription.

Retention and Renewal Management

The Sales Manager is responsible for driving customer retention, contract renewals, and account growth opportunities. This role works closely with clients to identify evolving needs, promote additional platform capabilities, and ensure continued customer success that supports long-term business relationships and recurring revenue growth.

Customer Support Coordination

The Sales Manager collaborates closely with the Systems Engineer and Development team to resolve customer issues, coordinate platform adjustments, and support workflow improvements. This role serves as an advocate for clients while ensuring that inquiries and challenges are addressed efficiently and effectively.

Customer Feedback and Product Collaboration

The Sales Manager gathers customer feedback, identifies trends, and communicates insights to company leadership and the Development team. This role helps ensure customer needs are incorporated into future enhancements, product improvements, and strategic planning initiatives.

Sales Pipeline and Performance Management

The Sales Manager maintains accurate CRM records, tracks sales activities, manages opportunity pipelines, and reports on sales performance metrics. This role ensures data accuracy and provides visibility into sales progress, forecasting, and growth opportunities.

Competencies

The Sales Manager must demonstrate strong sales capabilities, relationship-building skills, customer-focused thinking, and the ability to drive sustainable revenue growth through exceptional client experiences.

- **Sales Execution:** Demonstrates the ability to prospect, qualify, negotiate, and close new business opportunities effectively.
- **Relationship Building:** Establishes trust and develops long-term partnerships with clients and stakeholders.

- **Customer Focus:** Prioritizes customer success, satisfaction, and retention while identifying opportunities to deliver additional value.
- **Communication:** Communicates clearly and professionally through presentations, demonstrations, meetings, and written correspondence.
- **Consultative Selling:** Understands customer needs and positions solutions that align with business objectives and operational challenges.
- **Collaboration:** Works effectively with Systems Engineering, Development, Product, and Leadership teams to support customer success.
- **Organization and Time Management:** Effectively manages multiple opportunities, priorities, and customer relationships simultaneously.
- **Problem Solving:** Identifies customer challenges and coordinates appropriate solutions while maintaining positive client relationships.
- **Results Orientation:** Demonstrates accountability for achieving sales goals, retention objectives, and business growth targets.

Supervisory Responsibility

This position has no direct supervisory responsibilities.

Work Environment

This is a remote position. Work is primarily performed from a home office utilizing computer systems, communication platforms, and collaboration tools. The role regularly collaborates with internal team members, vendors, and stakeholders through virtual meetings and communications.

.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.

While performing the duties of this job, the employee is regularly required to communicate verbally and in writing, operate a computer and standard office equipment, and participate in virtual meetings. The employee may occasionally be required to travel and transport work-related materials weighing up to 20 pounds.

Position Type and Expected Hours of Work

This is a full-time, exempt position. Standard business hours are generally Monday through Friday; however, occasional evening or weekend work may be required to support deployments, system maintenance, issue resolution, or critical business needs.

Travel

Limited travel may be required for company meetings, training, conferences, vendor meetings, or other business-related activities.

Required Education and Experience

- Bachelor's degree in Business Administration, Marketing, Communications, Hospitality, or a related field, or equivalent combination of education and experience.
- Minimum of 3 years of experience in B2B sales, account management, customer success, SaaS sales, or a related field.
- Experience selling software solutions, CRM platforms, or workflow-driven business applications.
- Demonstrated ability to manage customer relationships and drive contract renewals and account growth.
- Strong presentation, communication, and relationship-management skills.
- Experience working with technical teams to resolve customer issues and support product adoption.
- Strong organizational skills with experience managing a structured sales pipeline and CRM system.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.