



Unforgettable journeys.

**Watermark is hiring a Private Yacht Charter Sales Representative & Event Planner. Great opportunity; sales experience required.**

**Watermark. Tours, Charters, Cruises,** is a premiere Maryland attraction; the largest and most authentic provider of history, culture and fun on land and sea in the upper Chesapeake. We host hundreds of thousands of guests annually, and our goal is to find a way to say “yes” to our clients. Our culture is entrepreneurial and deeply rooted in good customer service. We are poised for an important growth phase. We are headquartered in Annapolis, Maryland, a beautiful place to live. Watermark has been in the tour and charter business in Annapolis since 1972. We have a solid operational base and execute well. We are disappointed if our guests do not respond with all “Excellents” on their post-event surveys.

We’re hiring someone to generate sales for our private event business on Watermark yachts. This position will be responsible for developing and maintaining relationships with past and potential clients and will be required to serve as a liaison throughout each client’s booking process. He or she will be responsible for portraying the high level of service that Watermark employees are held too and will be responsible for increasing awareness in the corporate, wedding, and social communities.

Please read this entire position description and then let us know if you are interested.

**Essential Functions:**

\*Annually: develop, implement, track, execute, and report sales for charters. Sells and markets to external prospects including corporate events, meetings, trainings, wedding/wedding-related events, personal milestone events/holiday parties/celebrations of life, etc. Outreach efforts to include:

- Prospecting
  - Generate new leads list for new business outside of Watermark generated leads
  - Sales opportunities
  - Identify charter sales opportunities in area and regional meetings, events, partnerships
  - Personal Sales Calls
- \* Active outside outreach to generate new business through:
- Professional organizations
  - Area influencer meetings (i.e. CVB’s, State level, etc.)
  - Ear to the ground (know what’s going on in and around our target area)
  - Maintaining an active outreach and relationship with hotel staff.
- \* Reporting on new activity (weekly and monthly reports)

- \* Professionally and efficiently responding to incoming inquiries by phone, email, web, etc.
- \* Establish and maintain relationships for long-term client accounts within market/territory
- \* Follow through on charters/events from start to finish, attend/supervise occasional events as needed
- \* Prepare, attend, and participate in regular sales meetings and operation meetings, reporting results of sales efforts; closing rates, pipeline, lead sources, etc.
- \* Follow processes of Watermark charters

**Minimum Qualifications:**

- \* Bachelor's degree preferred or equivalent professional experience
- \* Good track record for meeting sales goals
- \* Two years outside sales experience, hospitality/event/catering experience preferred
- \* Exceptional telephone skills
- \* Ability to communicate to all external and internal clients and other departments
- \* Strong ability for writing concisely and correctly for letter writing and proposals
- \* Solid time management, organization and prioritization skills
- \* Must be able to work some evenings, weekends and holidays
- \* Knowledge and use of social media to drive sales with LinkedIn, Facebook, etc.
- \* The ability to create new business plus maintain current client relationships
- \* Basic computer skills (Microsoft Office, some database management)
- \* Conformity to the highest standards of personal integrity and ethical behavior
- \* Exceptional customer service abilities
- \* Must have own vehicle and good driving record with valid driver's license

**Shift/Hours Required:**

- \* Full-time, Monday thru Friday (other times as needed to show yachts and meet Charters; may include evenings and weekends)
- \* Off-site meetings and sales calls out of office
- \* Travel Required: Market/regional travel
- \* PTO as defined in Watermark Hire Letter

**Pay:** Base salary plus draw/commission; up to \$70,000+ per year

**How to apply**

1. Put together a CV, listing the products you have sold, who you were working for when you sold them, and how you reached your markets. A brief overview of your career would be terrific.
2. Learn all about us on [www.watermarkjourney.com](http://www.watermarkjourney.com).
3. Become a friend on Facebook of Watermark.
4. E-mail it all to [alexknoll@watermarkjourney.com](mailto:alexknoll@watermarkjourney.com). We will keep your application confidential.

Dated: Winter 2021