



Callaghan Country Wilderness Adventures – Sales Lead

Job Details:

Title: Sales Lead – Adventure Crafter

Reporting: Business Manager

Status: Full time, Seasonal Contract (Nov. – mid Apr.)

Location: Callaghan Country's Alexander Falls Touring Centre, [#1000 Callaghan Valley Rd. Whistler BC](#)

The Company

Callaghan Country's Vision:

To make life better by building community and igniting the adventurous spirit that lives within us all.

We define “success” differently than most. Balancing our goals of (1) building an iconic brand and business (2) creating an extraordinary place and path for our employees and (3) leveraging our success to give back by helping to empower underprivileged children is paramount to Callaghan Country's success. We have a passion for community, sports and lifestyle, and a collective hunger when it comes to building a great company together.

Callaghan Country Wilderness Adventures is part of evo's family of business which includes hospitality and retail operations across North America and in Japan.

Job Summary

Your job is primarily one of sales and customer engagement, with a healthy dose of administration and follow-through. From our Adventure Desk, you will be a key personality that engages both our potential customers and confirmed guests. In this role, you will respond to all telephone, email, and social media inquiries and you will also handle all walk-in inquiries relating to day adventures, lodging packages and lunch-in-the-alpine reservations. It is your friendly, genuine, and caring attitude that turns inquiring people into customers, and furthermore your eye for detail, follow-through and product knowledge will turn our customers into “forever Callaghan Country fans”.

As Sales Lead you will be responsible for generating leads and meeting sales goals. Duties will include crafting and accepting adventure reservations, negotiating contracts with guides, groups, and specialty markets. To be successful in this role, you will need to have a deep understanding of the sales process and dynamics, as well as superb interpersonal skills. Previous experience in a sales role is an advantage. You will support all administrative procedures involved in sales and reservations (prompt email responses, sales pipelines, guest profiles, etc.) as well as our retention efforts, sending thank you letters,

diligently maintaining our client database, and leading initiatives to increase our repeat and referral business.

In addition to your sales role, you will be responsible for warmly welcoming and registering guests upon their arrival at our staging area, coordinating overnight parking, presenting waivers, showing maps, offering weather information, taking photos and generally building the anticipation of the adventure that is about to begin.

What You'll Get To Do:

- Warmly welcoming and registering guests upon their arrival at our staging area, coordinating overnight parking, presenting waivers, showing maps, offering weather information, taking photos, and generally building the anticipation of the adventure that is about to begin
- Respond to a high volume of emails and phone calls in a timely manner
- Handle in-person and digital complaints or concerns with care leading to corrective action and follow-up
- Accept lunch guest payments in POS and relay daily reservations to Lodge team
- Employ expert product knowledge and selling techniques to promote products, services, and packages that, in turn, generate sales leads
- Engage all inquiries with warm and inquisitive conversation, building a meaningful rapport
- Capture all leads (phone, walk-in, email, social) and advance them through the sales pipeline
- Meet or exceeding sales targets as set out by management
- Estimate or quote prices, policies, itineraries, and travel information
- Counsel customers on terms and conditions of reservations e.g. cancellation policies
- Negotiate contracts with guides, groups, and specialty markets
- Book reservations in the webrezpro property management system
- Process booking payments
- Communicate with Client Service Specialist about accepted reservations and guest expectations ensuring appropriate transfer of guest profile in CRMS
- Identify and solicit new clients or target groups
- Preparing and providing product knowledge presentations as assigned
- Representing Callaghan Country brand and products at local tradeshow events
- Assist marketing team with sales campaigns and targeted promotions

What You'll Bring to the Team:

- Must have own transportation (#1000 Callaghan Valley Rd. is not serviced by transit)
- Previous experience in sales with a demonstrated understanding of the sales process and dynamics
- Excellent written and verbal communications skills with a knack for building rapport and relationships
- Must be a self-starter with the ability to work in a team environment, take initiative, assess priorities and multi-task, competently
- College diploma or university degree in business administration, tourism & hospitality, and/or ski area management may be an asset
- Previous experience in guest service, hospitality, and / or adventure tourism an asset
- Strong computer skills with experience using MS office computer applications (Word, Excel, Outlook) and contact management systems

- Will perform a variety of activities with a high level of accuracy within an, often, high-stress and fast-paced work setting (reliably, during peak periods such as the Christmas Holidays)
- Agreement to abide by all company health and safety policies & protocols
- Demonstrated initiative in community and volunteer endeavors

What's in it for you:

- Hourly wage: \$20.00 - \$23.00 commensurate with experience
- Casual and dynamic work environment
- Opportunities to combine Volunteer hours/initiatives in the workplace
- Team ride days
- Access to the evo Extras Discounts & Perks program
- Charitable giving match
- Complimentary overnight stay at Journeyman Lodge
- Nordic Ski Area Season Pass
- And many, many more...

Callaghan Country Wilderness Adventures is an equal opportunity employer. We believe the participation of individuals of diverse ages, races, religions, cultures, abilities, and personalities will add to personal development and organizational success. All employees and potential employees will be recruited, selected, trained, and promoted without regard to sex, sexual orientation, race, religion, marital or military status, age, national origin, color, the presence of any mental, physical, or sensory disability, genetic information, gender identity, political ideology, or any other basis prohibited by law.