

DWV Sales Representative
Job Title

Dollywood Vacations
Division

CL215Y/CL215S
Job Class

2
Grade

DWV Sales Team Lead
Reports to

Revised 10/20/2011
Date

**DOLLYWOOD
POSITION DESCRIPTION**

- I. Job Duties Position Exists to Perform
 1. Successfully close sales transactions to meet revenue objectives.
 2. Provide Vacation Planning Assistance to maximize revenue for Dollywood Company.
 3. Provide telephone communication and sales for cabin rentals, admission tickets and literature/information mail out support to Marketing sales programs that will generate attendance to Dollywood Vacations, Dollywood and Dollywood's Splash Country
 4. Communicate information using sales and brand positive language.
 5. Educate guests on new DW Vacations brand and new product offering
 6. Answer questions from guests
 7. Be knowledgeable of park, i.e. locations of buildings and services available, restaurant menus, show schedules, special events
 8. Resolve guest complaints with assistance as needed from supervisor or manager
 9. Maintain a friendly and cooperative attitude toward guests and co-workers
 10. Management reserves the right to change and/or add to these duties

- II. Education/Experience/Skill Requirements
 1. Typing skills – must be able to type 35 WPM
 2. Ability to speak, read and write English
 3. Must be at least 18
 4. Education equivalent to the 12th grade level preferred
 5. Excellent verbal communicator – pleasant, professional voice, accurate, consistent and detailed
 6. Ability to operate a multiple button telephone, electronic credit card processor copier, facsimile, calculator and postage machine
 7. Knowledge of and/or learning ability to be trained for the operation of a computer terminal and printer
 8. Knowledge of and/or learning ability to be trained for the operation of a Property Management System
 9. Math – ability to balance sales
 10. Verbally communicate memorized large amounts of information regarding vacation planning, Smoky Mountain area and theme park product
 11. Ability to problem solve without assistance
 12. Valid driver's license and proof of insurance

13. Ability to work and drive at high elevations

III. Personality/Attitude Requirements

1. Confident sales ability.
2. Pleasant, friendly and clear speaking voice
3. Self-motivated, able to deal with fast-paced, highly interactive environment
4. Dependable work attendance and flexibility with assigned work schedule
5. Maintain strict confidentiality and judgment regarding privileged information
6. Cooperative, patient, polite, courteous, positive attitude, attentive with others
7. Represent company to guests, vendors and other employees in a positive and friendly manner
8. Ability to take empowerment action as stated in the Dollywood Mission Statement

IV. Essential Functions Absolutely Necessary to Perform Job Duties

1. Able to hear, see and speak to answer phones, direct calls, take messages and initiate information
2. Able to tolerate stress in a fast-paced environment
3. Read and write legibly in order to perform job duties
4. Must have dexterity to write, type, computer input and calculator
5. Ability to sit and stand for long/short periods in an indoor workstation
6. Must have verbal and written communication on memorized Dollywood information
7. Ability to climb and descend stairs, move around, bend, stoop, kneel, reach, twist and lift up to 40 pounds
8. Ability to add, subtract, divide and multiple
9. Must maintain excellent personal hygiene, well groomed
10. Ability to work with others in a friendly, positive manner
11. Ability to work evenings, weekends, and holidays
12. Ability to maintain dependable work attendance and flexibility with assigned work schedules to include any required overtime
13. Ability to work and drive at high elevations
14. Ability to perform other functions as assigned