



JOB POSTING: SALES MANAGER

Status: Full-time/Permanent

Salary: Annual Base Salary range \$20,000 to \$50,000, to be negotiated (depending on experience) plus large commission structure

Benefits: Group Health & Dental, RRSP match

Location: Cornwall, ON

The Opportunity

The DEV Hotel & Conference Centre is seeking a proven hunter — a senior-level sales professional with existing relationships and a track record of closing complex, high-value government and institutional contracts, as well as large national and international conferences.

This is a strategic, revenue-driven role focused on net-new business acquisition, long-term contracts, and multi-year partnerships across federal, provincial, and international markets. This role is ideal for someone who thrives on winning big deals, navigating government procurement, and opening doors others cannot.

Key Focus of the Role

- Federal & Provincial Government Contracts
 - Law Enforcement, Security, Defence & Public Safety Agencies
 - National & International Conferences, Associations & Trade Organizations
 - Multi-year accommodation, training, and conference agreements
 - High-value, high-complexity sales cycles
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Core Responsibilities

Strategic Sales Leadership

- Serve as the lead hunter and closer for all large-scale government, institutional, and international conference opportunities.
- Champion a high-performance sales culture across the organization, setting clear expectations, targets, and accountability.
- Collaborate closely with the Sales, Conference Services, Revenue Management, and Operations teams to align strategy with execution.

New Business Development (Primary Focus)

- Actively pursue net-new business, with a heavy emphasis on federal and provincial government departments, agencies, Crown corporations, and international organizations.

- Leverage existing relationships and insider networks to access decision-makers and procurement influencers.
- Identify, pursue, and close multi-year, high-value contracts across training, accommodation, conferences, and large events.
- Lead direct solicitation, outbound sales calls, high-level meetings, and site inspections.

Account Strategy & Market Expansion

- Develop and execute segment-specific sales strategies to grow market share in government, institutional, and conference business.
- Conduct detailed account and market research to uncover opportunities, emerging trends, and competitive advantages.
- Provide market intelligence and insights that inform pricing, positioning, and long-term revenue strategy.
- Maintain a strong understanding of economic, political, and industry trends impacting government and conference demand.

Relationship Management & Brand Representation

- Build deep, trusted relationships with senior government officials, procurement officers, association executives, and conference planners.
- Represent the DEV Centre professionally at industry events, trade shows, associations, and networking functions (including after-hours commitments).
- Host and entertain clients both on- and off-site to strengthen partnerships and drive loyalty.

Must-Have Experience

- Proven hunter with a strong history of closing large, complex deals.
- Demonstrated success securing federal and/or provincial government contracts.
- Existing relationships and active leads within government, law enforcement, security, defence, or institutional sectors.
- Experience selling large-scale conferences, training programs, or multi-day/multi-year events.
- Strong understanding of government procurement processes, RFPs, and contract negotiations.

Professional Profile

- Strategic, confident, and persuasive — comfortable selling at the executive and government decision-maker level.
- Highly organized, data-driven, and disciplined in sales execution and forecasting.
- Exceptional communicator and negotiator with a reputation for integrity and results.
- Willing and able to travel as required to close business and maintain key relationships.

Qualified and interested candidates should send a cover letter and resume, indicating the position title in the subject line to, hr@devcentre.ca