



Commission-Only Sales Manager

About Celebrations on the River

Celebrations on the River is the premier riverside wedding, banquet, and special event venue in La Crosse, WI dedicated to creating unforgettable experiences. Our stunning waterfront location provides the perfect backdrop for life's most important moments, from elegant weddings to corporate gatherings and everything in between.

Position Overview

We are seeking a motivated, results-driven **Sales Manager** to join our team on a **commission-only** basis. This is an exceptional opportunity for a self-starter who thrives in a performance-based environment and has a passion for the **events industry**. You'll have the autonomy to build your own book of business while earning competitive commissions on every sale you close.

Earning Potential: 7% commission on all total sales with unlimited earning potential

Primary Responsibilities

Business Development & Sales

- Actively prospect and generate new leads through networking, referrals, social media, industry events, and community engagement
- Conduct venue tours and site visits for prospective clients, showcasing our riverside location and amenities
- Build and maintain a robust sales pipeline across multiple event categories
- Present customized proposals and packages tailored to client needs and budgets
- Negotiate contracts and close sales to meet and exceed monthly and annual revenue targets

Client Relationship Management

- Serve as the primary point of contact throughout the sales process
- Understand client vision, preferences, and requirements to recommend appropriate packages and services
- Coordinate with event planning and operations teams to ensure seamless client handover to our operations team.
- Maintain ongoing communication with clients from initial inquiry through contract signing
- Develop long-term relationships that generate repeat business and referrals



Market Expertise

- Stay current on wedding and event industry trends, competitor offerings, and pricing strategies
 - Represent Celebrations on the River at bridal shows, networking events, and community functions
 - Collaborate with marketing team to develop promotional strategies and campaigns
 - Provide market feedback and insights to inform business decisions
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Event Categories You'll Sell

- Weddings and wedding receptions
 - Fundraising events and charity galas
 - Corporate banquets and dinners
 - Business meetings and conferences
 - Client appreciation parties
 - Employee appreciation events
 - Team building activities
 - Holiday parties
 - Celebration of life events
 - Milestone celebrations and private parties
 - Social gatherings and community events
 - Off-Site Catering
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Qualifications & Requirements

- Proven track record in sales, preferably in hospitality, events, or venue sales
 - 2+ years of sales experience in the wedding or event venue industry
 - Extensive established network within the local community
 - Exceptional communication, presentation, and interpersonal skills
 - Strong negotiation and closing abilities
 - Self-motivated with excellent time management and organizational skills
 - Ability to work independently and take initiative in a commission-based role
 - Professional demeanor with a customer-service mindset
 - Valid driver's license and reliable transportation
 - Proficiency in CRM software, Microsoft Office, and digital communication tools
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Compensation & Benefits

- Commission Structure: 7% commission on all total closed sales revenue
- Unlimited earning potential – your income grows with your success
- No cap on commissions
- Fast commission payout schedule
- Performance bonuses and incentives for exceeding targets



- Opportunity to build a substantial income based solely on your sales performance

Additional Benefits:

- Flexible schedule with autonomy over your business development activities
- Access to industry networking events and trade shows
- Supportive team environment with operational and marketing support
- Beautiful work environment at our scenic riverside venue

Ideal Candidate Profile

You're a natural relationship builder who loves connecting with people and making their dreams come to life. You're comfortable working in a commission-only environment because you're confident in your ability to drive results. You have an entrepreneurial spirit, exceptional work ethic, and the determination to succeed. You understand that your income is directly tied to your effort, and that motivates you to excel.

Why Join Celebrations on the River?

- Stunning Product – Sell a beautiful riverside venue that practically sells itself
- Diverse Market – Multiple revenue streams across weddings, corporate, and social events
- Uncapped Earnings – Your potential is limited only by your ambition and effort
- Supportive Environment – Work with an experienced team dedicated to client satisfaction
- Meaningful Work – Help create unforgettable moments for clients during life's most important celebrations
- Growth Opportunity – Establish yourself as the go-to sales professional in a thriving industry

To Apply

If you're ready to take control of your earning potential and build a rewarding career in event venue sales, we want to hear from you!

Please email adam@celebrationslacrosse.com with your:

- Current resume highlighting sales achievements and relevant experience
- Cover letter explaining why you're the ideal candidate for this role

Celebrations on the River is an equal opportunity employer committed to diversity and inclusion in the workplace. We welcome applications from all qualified candidates regardless of race, color, religion, sex, national origin, age, disability, or any other protected characteristic.