



GRACE MGMT INC.
A CPF LIVING COMPANY

JOB DESCRIPTION

Grace Management, Inc.

Position: Sales Director

Reports to: Executive Director

Summary of Duties

The Sales Director's primary responsibility is to maintain or exceed budgeted occupancy and revenue. The Sales Director position is responsible for internal and external sales functions to include lead generation as well as closing sales. The Sales Director develops and executes sales and marketing plans to include marketing events as well as networking with local civic groups, businesses, and medical and non-medical professionals. The Sales Director manages all leads, utilizing a lead management system and referral source database for tracking results. In communities with more than one sales associate, the Sales Director may also directly supervise and manage another sales associate.

Essential Functions

- Meet or exceed budgeted occupancy and revenue
- Meet or exceed established KPI's (Key Performance Metrics)
- Utilize The ENGAGE Experience sales process for internal and external sales functions
- Lead the creation of Strategic Sales and Marketing Trimester Plans with support from the Executive Director, Regional Director of Operations, and Regional Director of Sales
- Effective and successful execution of the Strategic Sales and Marketing Trimester Plans
- Appropriately plan and allocate marketing expenditures
- Adhere to the GMI Brand Style Guide with utilization and creation of any public-facing materials and press releases
- Maintain a current Competitive Marketing Analysis (to be updated at least twice each year)
- Pre-qualify sources of professional referrals in order to determine their eligibility to send qualified potential residents to the community
- Establish and maintain a professional relationship with key figures that have the ability to make or influence referrals to the community
- Conduct business development appointments, events, and presentations with key figures and their associates (i.e., physicians,



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- medical professionals, rehabilitation hospitals, non-medical professionals, etc.) in order to build relationships and generate referrals
- Close sales by responding promptly and guiding residents, families, and/or advisors with making decisions; provide appropriate referrals and resources
 - Establish a flexible work schedule that supports the demands of the community outside of typical business hours as needed to provide visits, respond to telephone inquiries, give presentations, set appointments with qualified prospects in order to close sales
 - Maintain accurate and current information within the CRM to include lead management as well as referral source management
 - Partner with the Executive Director to establish a sales culture within the community
 - Train and coach associates on telephone etiquette/ inquiry process, visits, customer service
 - Establish a thorough, working knowledge of base rates and care costs within assigned community and adjust with changes as necessary
 - Maintain resident, associate, and community confidentiality and adhere to Residents Rights
 - Build strong, trusting relationships with community and company associates
 - Contribute to community relationships by demonstrating cooperation and professional conduct with residents, families, fellow associates, professionals, and vendors
 - Contribute to team effort by being flexible in work assignments by furnishing support, by taking initiative, and by understanding how this position affects and compliments all other community positions
 - Demonstrate a high level of organization, attention to detail, ability to meet deadlines, and timely communication
 - Support the mission, vision, and culture of the organization through positive communication and leadership
 - If applicable, provide direct supervision, guidance, and coaching for additional sales associate(s) within the community
 - Additional tasks and duties as assigned

Knowledge, Skills, Abilities, Experience

- Bachelor's Degree in Marketing, Business, Communications, or related field is strongly preferred; equivalent combination of education and experience is required
- Minimum of five years of relevant senior living industry experience with



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proven results

- Proficient in computer utilization including: Windows, Office, Word, Excel, Outlook, and CRM database systems
- Demonstrate excellent oral and written communication skills and proficiency with email processes and etiquette
- Demonstrate a positive attitude and interpersonal skills to work with various people including associates, residents, families, and professionals
- Promote positive work environment that emphasizes teamwork
- Respond positively to constructive feedback by listening to supervisor, customers, and peers and use it to improve performance
- Ability to travel for meetings as requested by supervisor
- Adherence to the Grace Management, Inc. Sales & Marketing Manual, all Policies and Procedure Manuals and Associate Handbook
- Completion of drug testing and criminal background check upon hire and upon request of supervisor or Grace Management, Inc. Human Resources