



GRACE MGMT INC.

A CPF LIVING COMPANY

JOB DESCRIPTION **Grace Management, Inc.**

Position: Area Sales Manager
Reports to: Regional Director of Sales

Summary of Duties

The Area Sales Manager (ASM) position provides support and guidance for the Sales & Marketing functions in the community or communities assigned within the Grace Management, Inc., portfolio as directed by the Regional Director of Sales in the region they support. The ASM position is a support position that focuses on the productivity of the community sales teams and growing occupancy in the community or communities assigned within the region. This position must have the ability to influence, lead and coach sales teams to successful occupancy and revenue results. The ASM must possess excellent time management skills as well as be self-directed and resourceful. The geographic footprint of the organization is expansive, and this position requires extensive travel.

Essential Functions

- Overall responsibility to achieve sales goals as identified in the Key Performance Indicators (KPI's) as well as budgeted occupancy goals
- Act as the Sales Director in a community when a sales position is vacant
- Train, coach, lead and develop sales teams within communities and support the teams to achieve occupancy and revenue targets in assigned portfolio
- Demonstrate a high level of organization, attention to detail, and ability to meet deadlines
- Analyze and interpret sales and marketing data in order to develop strategies for successful results
- Train and coach community sales teams in meeting the standards for internal and external sales functions
- Communicate clear expectations for sales performance, including KPI's at the direction of the Regional Director of Sales
- Take a hands-on approach to community site visits with modeling of visits, sales calls, inquiries and follow up
- Work proactively with community Sales Directors and Executive Directors in anticipating sales and marketing challenges and collaborating on the development and implementation of solutions
- Assist sales team in data collection and completion of market analysis for each community
- Evaluate sales and marketing activities, including referrals and lead sources, move-ins, and other essential data to drive decision making and identify the most effective sales and marketing initiatives on an ongoing basis
- Coach and assist community sales teams in developing sales strategies based on an understanding of the market as well as data



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- Assist community with development of functional, measurable Strategic Sales Marketing Trimester Plans and successful execution
- Report key findings of systemwide CRM reporting; identify solutions and interventions; be responsible for follow up, action plans and measurement of improvement
- Provide expertise and guidance related to each community's Marketing budget
- Establish a thorough, working knowledge of base rates and care costs within assigned communities and determine changes as necessary
- Maintain resident, associate, and community confidentiality and adhere to Residents Rights
- Build strong, trusting relationships with Executive Directors, Sales Directors and other sales team associates, and Regional Directors
- Support the mission, vision, and culture of the organization through positive communication and leadership
- Additional tasks and duties as assigned by the Regional Director of Sales

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 proven results
- Minimum of two years of multi-site sales and marketing management experience with proven track record of achieving and exceeding occupancy and revenue goals
- 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 utilize it to improve performance
- Ability to travel frequently throughout region assigned with overnight stays
- 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