



GRACE MGMT INC.
A CPF LIVING COMPANY

JOB DESCRIPTION

Grace Management, Inc.

Position: Sales Counselor

Reports to: Sales Director

Summary of Duties

The Sales Counselor's primary responsibility is to maintain or exceed budgeted occupancy and revenue primarily via internal sales functions. This position is focused on lead management, following up with prospective residents or their families and increasing or maintaining occupancy. Sales Counselors also assist the Sales Director with developing and executing 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 Counselor also effectively manages leads and closes sales by utilizing a lead management system and contact database for tracking results.

Essential Functions

- Meet or exceed budgeted occupancy and revenue.
- Meet or exceed established Key Performance Metrics (KPI's).
- Utilize The ENGAGE Experience sales process for internal and external sales functions.
- Assist with the creation of Strategic Sales and Marketing Trimester Plans with support from the Sales Director, Executive Director, Regional Director of Operations, and Regional Director of Sales.
- Effective and successful execution of the Strategic Sales and Marketing Trimester Plans.
- Adhere to the GMI Brand Style Guide with utilization and creation of any public-facing materials and press releases.
- Assist with maintaining a current Competitive Marketing Analysis (to be updated at least twice each year).
- 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.



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- Maintain accurate and current information within the CRM to include lead management as well as referral source management.
- Partner with the Sales Director to establish a sales culture within the community.
- Assist the Sales Director to 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.
- Additional tasks and duties as assigned.

Knowledge, Skills, Abilities, and Experience

- Associate Degree or higher in Marketing, Business, Communications, or related field is strongly preferred; equivalent combination of education and experience is required.
- Minimum of three years of relevant sales and marketing experience, with strong preference for senior living industry experience with 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.



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- 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.