



GRACE MGMT INC.
A CPF LIVING COMPANY

JOB DESCRIPTION
Grace Management, Inc.

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

Summary of Duties

The Area Sales Specialist is a field-based traveling position that specializes in driving occupancy and revenue in assigned communities. As a member of the community sales team in assigned location, the Sales Specialist will facilitate increases in occupancy via internal sales functions and external sales functions as directed by the Regional Director of Sales. The Sales Specialist is a remote, traveling-based position, and necessitates the ability to travel 100% of work time. Community assignments will occur in a GMI community within a specific region and will vary in length of time.

Essential Functions

Primary ownership or partnership with existing Sales Director for sales functions at assigned community to include but not be limited to:

- Maintain 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
- Support the creation of written 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
- 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, medical professionals, rehabilitation hospitals, non-medical professionals, etc.) in



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order to build relationships and generate referrals when needed as directed by the Regional Director of Sales

- Close sales by responding promptly and guiding residents, families, and/or advisors with making decisions; provide appropriate referrals and resources
- Maintain accurate and current information within the CRM to include lead management as well as referral source management
- Partner with the Sales Director and Executive Director to establish a sales culture within the community
- 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
- Integrate into assigned community team with a positive and collaborative approach
- Build strong, trusting relationships with all 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

Required 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



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- 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 accommodate 100% travel throughout communities 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