



**Job Title: Sales Specialist**

**Location: Corporate/Home Office Norwood, MA 02062**

**Hours: Full Time**

**Sales Specialist's Job Summary:**

The Sales Specialist's role is to support sales efforts in an assigned cluster of communities or in a single sales-challenged community. The Sales Specialist may also fill in as the Director of Community Relations where there may be an open sales position or during other salesperson's vacations. This position reports to the Regional Director of Sales. The Sales Specialist is responsible for increasing occupancy and revenue growth through generating new sales leads, increasing professional referrals, converting leads to tours, tours to move-ins, and helping to implement necessary sales systems. Some evenings and weekends may be required at times.

**Sales Specialist's Duties and Responsibilities:**

- Assists in developing, implementing, and maintaining a 90-day Marketing Action Plan (MAP) and Sales Action Plan for each community within the cluster in conjunction with other sales associates, Executive Directors, and Regional Directors of Operations
- Prepare and participate in weekly sales conference calls with regional teams.
- Identify and overcome objections of leads through building trusting relationships
- Generate quality community leads and professional referrals.
- Manage sales and marketing data through the company CRM timely and efficiently.
- Ensures all lead sources are identified in the CRM
- Completes and executes Quarterly Marketing Action Plans.
- Plan, market, and host events both in the community as well as off site.
- Participate in outside networking events and professional sales calls in the surrounding community to foster excellent working relationships with outside referral sources.
- Maintain and input accurate sales information in the Weekly Dashboard
- Presents the company in a positive and professional manner
- Presents self in a positive and professional manner
- Positively influences and impacts sales activities for communities as assigned.
- Assures that occupancy and sales productivity goals are consistently met.

**Sales Specialist's Minimum Qualifications:**

- A bachelor's degree in business administration, healthcare administration, related subject, or extensive industry sales experience (7 years+ senior living) is required.
- A minimum of five to seven years related sales experience in skilled, assisted living, or retirement living facility/community management. Successful history of building sales and meeting financial goals.

- A demonstrated understanding of and familiarity with meeting financial goals specific to retirement living, assisted living, long term care or related fields.
- Demonstrated success in operating or maintaining a quality, customer service workforce.
- Experience training others in sales and customer service is a plus.
- Understanding how sales intersects with each of the departments of an assisted living community to promote and sustain optimal success.
- Solid knowledge of computer software, particularly as Microsoft Excel, Word, Outlook, as well as company CRM.
- Excellent communication skills (verbal, writing).
- Available to work flexible hours and/or occasional weekends.
- Experience with Low Income Housing Tax Credit (LIHTC) program preferred.
- Professional appearance and highly polished interpersonal skills.
- Strong professional references upon request.
- Valid driver's license.

### **Required Behavior:**

- Adhere to and carry out all Company policies and procedures as they relate to sales, marketing, safety and all aspects of operations and human resources.
- Report on-the-job injuries to a supervisor before the end of the day on the day an injury occurs.
- Establish and maintain constructive working relationships with coworkers, residents/families, and visitors.
- Maintain confidentiality of verbal and written communication.
- Promote the community in a positive way.
- Able to define realistic, specific goals and objectives. Able to define task and deliverables necessary to meet goals.
- Builds and maintains productive, work-focused relationships with team, residents, and their families, corporate, regional and divisional resources and within the community.
- Able to work with people in such a manner as to build high morale and group commitments to goals and objectives.
- Available to work flexible hours and/or occasional weekends.

### **Physical Demands:**

- Physically able to move at least 20 lbs. without assistance.
- Physically able to bend, reach, and work in small areas.
- Physically able to push and pull equipment and furnishings.

### **Benefits:**

Full time position offers a competitive benefit program to include Medical, Dental, Vision, Health FSA, Dependent Care FSA, Short-Term Disability, Long Term Disability, Life Insurance, Home and Auto Discount program, Vendor Discount Program, 401(k) with matching contribution, Accrued Vacation, Sick, and Personal time and Paid Holiday Benefit. Employee referral bonus, and resident referral bonus.

For more information and with interest in the position, qualified candidates should forward a Cover Letter and Resume to William Gaw, Regional Director of Sales, [bgaw@hallkeen.com](mailto:bgaw@hallkeen.com)