



The Sales Counselor is a member of the Sales & Marketing team. The Sales Counselor executes the internal sales function of The Esquiline to meet monthly and annual sales goals for expansion apartments and courtyard homes as well as existing community apartments. This is a challenging, exciting and evolving role with the following key responsibilities:

**Sales Function (80% | 34 hours/week):**

Acts as the primary on-site sales representative for The Esquiline expansion apartments and courtyard homes as well as existing community apartments. Reserves and occupies residences through developing and converting leads into reservation depositors and converting reservation depositors into residents. Provides information about service availability, packages, pricing, and related information to all inquiries. Responds to calls and inquiries, conduct tours and provides information, advice, support and assistance to prospective customers during their decision-making process. Maintains accurate records of inquiry and lead tracking, follow up, waiting list management through the designated, computerized lead management system. Coordinates routine on-site sales events with site staff per established timeframes. Responsible for meeting & exceeding specified pre-sales benchmarks per finance & development timeline.

**Community Outreach/PR Functions (10% | 4 hours/week):**

In partnership with Director of Sales & Marketing, identify and serve as representative for off-site community outreach & marketing events, plan and execute ongoing prospect cultivation events such as expressions of interest, reservation depositor events, voyagers club social events, promotional presentations, new build and ground-breaking events. Serve as community representative in and around PMA at appropriate PR events/committees. Maintains successful external relationships with key aging-service providers and referral sources and attend key networking and marketing events as directed.

**Move-in Function (10% | 2 hours/week):**

Assists residents and their representatives with all move-in procedures including completing reservation and entrance deposit agreements. Work in partnership with appropriate parties to prepare resident health assessments. Communicates necessary information in a timely manner to appropriate team members. Ensures a smooth transition for move-in and orientation processes to site staff per established timeframes. Responsible for move-in logistics to include apartment selections, custom finishes, change orders, and maintains both internal and external communication throughout the process. Builds and utilizes appropriate community resource lists for prospect moving assistance: real estate agents, auctioneers, movers, interior designers, etc.

**Essential Duties:**

- Greets everyone pleasantly and professionally, always presenting a polished, positive image of the community.
- Proficiently utilizes computer software programs to manage leads. Ensures that daily contacts with assigned leads are kept current in the database.
- Understands and can explain advantages to all contract options.
- Makes sales presentations to prospects, family members, and other constituent representatives. Customizes the presentation to the individual, including overcoming objections. Uses Action Selling practices.

- Contacts new qualified leads; responds to new leads within 24 hours; maintains timely communication with existing leads; acquires SQLs and sustain them through residency or clear statement of non-interest.
- Adheres to accountability standards for numbers of phone and other contacts, appointments, and sales.
- Achieves/surpasses established sales goals and makes recommendations to meet/exceed these goals.
- Works evenings/weekends as necessary to close a sale.
- Works directly with Director of Sales & Marketing, the Marketing Specialist and Marketing Essentials LLC to execute the community's comprehensive digital in-bound marketing plan, interactive blog and social media platform.
- As a member of the site team, actively participates in department, community activities and meetings as deemed necessary by Director of Sales & Marketing.
- Coordinates with Life Enrichment team to provide smooth orientation to The Esquiline upon entry to our campus and ongoing support to residents on an as needed basis.
- Provides input and articles as needed for the quarterly resident newsletter.
- Attends and participates in workshops, seminars, on-the-job training to keep abreast of industry best practices, sales techniques, software training and target marketing.
- Reviews and maintains updated residency documents as deemed appropriate by Director of Sales & Marketing.
- Maintains confidentiality of company/client information.
- Other related duties, projects, and responsibilities that may become necessary, or as directed.

### **Other Duties and Job Requirements**

Performs tasks which are supportive in nature to the essential functions of the job, but which may be altered or redesigned depending upon individual circumstances.

**Experience:** Must have, as a minimum, two years experience in direct sales, proven track record in sales and demonstrated ability to identify & qualify leads, overcome objections, and close sales.

### **Skillsets & Qualifications**

- Knows and is able to explain the following:
  - The benefits of residing at the Community
  - The history and mission of the Community
  - Policies, services, amenities and procedures
  - Fee structure and contract types
  - Types and availability of floor plans; standard design elements
- Passion for working with older adults
- A Bachelor's Degree is required.
- Possesses *strong* computer proficiency.
- Must possess strong interpersonal and customer services skills.
- Exhibits excellent listening skills and gathers information about prospective residents' individual wishes.
- Strong communication skills, both written and oral required.
- The ability to work independently, self-motivated, takes initiative, exercises good judgment and assume responsibility for producing excellent work and meeting timelines.
- Strong team-player mentality. This position works closely with every department on campus and will need to coordinate with several departments at a time to execute successful move-ins and new-resident integration.

- Strong computer skills including experience with Microsoft Office applications, spreadsheets and be internet savvy.
- Must have a valid state of residence driver's license to be able to carry out the necessary job functions involving meeting with prospects off-site, presenting off-site and doing community outreach; frequent and/or daily local travel. A personal vehicle will not be provided; mileage will be reimbursable.

The Esquiline, A Life Plan Community at the Shrine, is a faith-based not-for-profit community with three levels of living on one campus. At The Esquiline, we have championed the philosophy of 'Live Your Best Life' for older adults for more than 50 years. We believe our employees are our greatest asset and are looking for people who share our commitment to provide quality care for our residents and their families. At The Esquiline, you will make a difference and have an impact every single day. We are passionate about living our core values, established by our founders, the Missionary Oblates of Mary Immaculate.

#### Core Values:

- *Respect* – Recognizing and valuing the uniqueness of each individual and treating others the way they wish to be treated.
- *Wellness* – Promoting and preserving the health of body, mind and spirit.
- *Collaboration* – Communicating and working with others for the benefit of all.
- *Justice* – Pursuing an atmosphere of fairness and mutual respect.
- *Stewardship* – Being accountable and responsible for the use, preservation and enhancement of our human and material resources.
- *Hospitality* – Maintaining a friendly, positive and welcoming attitude toward residents, visitors and staff.
- *Quality* – Striving for excellence while providing residential and health care services.
- *Change* – Being open and committed to creative ways to meet the changing needs of people.