



Sales Manager

Summary:

This position reports to the Adult Day Director.

The Sales Manager is expected to grow revenue at ElderServe's Adult Day Health Center at 631 S. 28th St. A successful sales manager will meet budgeted occupancy for the centers. The sales manager must build strong community connections in west Louisville and cultivate reliable referral sources.

Duties & Responsibilities:

- Primarily focused on sales activities within the community, making sales calls to potential participants and their families, healthcare providers and other referral sources, as well as participating in community outreach events.
- Work with the CEO and Adult Day Director to develop and implement a rolling 90-day sales and marketing plan with SMART goals (specific, measurable, attainable, relevant and timely).
- Produce a monthly sales forecast.
- In coordination with the Finance Department, provide CEO and Adult Day Director with sales reports.
- Respond to telephone inquiries, conduct walk-in and scheduled tours with prospective participants or interested parties.
- Work with the Adult Day Director to facilitate training for other ElderServe staff who might field inquiry calls or conduct a walk-in or scheduled tour.
- Work with all departments to support the sales effort through coaching and training.
- In coordination with the Adult Day Director, develop and maintain a Customer Relationship Management (CRM) database by collecting and entering information about new inquiries and recording consistent and appropriate follow-up communication with inquiries and prospective participants.
- Accurately maintain contact information in CRM database by entering information about new potential referral sources and updating information about existing referral sources – including detailed accounts of appointments.
- Develop and maintain relationships with any and all potential referral sources and conduct ongoing field visits.
- Coordinate with the Adult Day Director, who guides families through Medicaid waiver process.
- Research and maintain current information on local competition and new services/competitors entering the marketplace.
- In coordination with Adult Day and Senior Center directors, provide opportunities for community members and prospective participants to visit and tour the center by developing and promoting appropriate special events.
- Serve as a resource by educating and providing information to those who advise seniors and their families on health and alternative living options.

- Coordinate with the Adult Day Director to manage and monitor the marketing budget, operating within its confines.
- May perform other duties as assigned.

Educational/Skill Requirements:

- Bachelor's degree in sales, marketing or business administration
- At least 1-2 years of related sales experience
- Self-starter and strategic thinker
- Strong organizational and analytical skills
- Multi-tasker
- Commitment to excellent customer service
- Outgoing personality with pleasant and tactful demeanor
- Must have the ability to maintain confidentiality

Minimum proficiencies in technology

- Intermediate computer and electronic file management skills – including Microsoft Word, Excel and Outlook
- Intermediate Internet user

Other position requirements and/or preferences (certifications, reliable transportation, specialized knowledge, travel/security requirements, etc.)

Required:

Reliable transportation and automobile insurance
 Complete training as required
 Signed Confidentiality agreement
 Pass criminal background check
 Pass drug test

Work environment:

Normal hours at ElderServe's administrative offices are 8:30 a.m. to 4:30 p.m. Monday through Friday, with 30 minutes for lunch. This position is exempt and may require evening or weekend work. The dress code is business casual, but occasionally events may call for formal business attire.

 Employee Signature
 (updated May 2018)

 Date

 Human Resources

 Date