



## Job Description

**Job Title:** Director of Sales

**Reports To:** Senior Director of Sales

**Hours:** Daily, Monday through Friday, or as lab requires. Core lab Operating Hours are 8:30 am to 5:30 pm. Overtime may be required.

**Description:** Overall responsibility for event sales, membership sales, marketing and community outreach. This role is responsible for increasing membership, event sales, and meeting room reservations. Outside sales is required and significant portion of time should be spent on sales outside the lab.

### Key Responsibilities:

1. Promote and sell event sales, high performance meetings, events, receptions
2. Membership recruitment, curation, membership sales goals, revenue mix targets, renewal/ conversion targets
3. Meet with prospects including off site meetings to sell meetings, events and memberships.
4. Encourage and enable member participation/activity levels (SL and member hosted events, classes, outings, speakers, seminars)
5. Community Involvement, Outreach and Interaction (Brokers, Corporations, schools, colleges, library, chamber, networking groups)
6. Motivate and develop the Experience Coordinator to increase revenue through sales.
7. Maintaining a vibrant and warm sales culture.
8. Coordinate sales training for franchisees and joint venture operators. This will include offsite training sessions as well as travel to other locations.

### Essential Duties & Responsibilities:

#### Financial Performance

- Responsible for achieving financial targets and monthly quotas related to membership, event sales, additional services and meeting room bookings.
- Financial performance shall be evaluated based on target revenue: Budget vs. Actual revenue

## **Sales & Marketing**

- Have an excellent knowledge of your local market, your lab, local amenities, availability, pricing and services offered
- Have a good understanding of the additional lab locations portfolio, both company owned and franchise locations
- Build and foster communicative business relationships with Corporate Account clients and prospects, online brokerage companies, local Residential Real Estate Agents, local Commercial Real Estate Agents, local Merchants and other referral sources
- Effectively respond to all incoming email and telephone leads in a timely and efficient manner
- Competencies in CRM:
  - Add all leads to CRM
  - Understand the qualifying process and timing for converting a lead through various stages
  - Create follow up sales tasks
  - Know how to close and mark a lead/opportunity as dead
  - Generate basic reports to check on lead status
  - Create & use templates to send emails, Agreements and follow ups
  - Create and amend agreements
  - Ensure CRM is updated to ensure reports will be accurate when printed
- Conduct Experience tours for potential members
- Update and keep price book current based on then current market pricing
- Create proposals based on potential member requirements using the SL standard cover template
- Ensure member service requirements are understood in advance
- Finalize details and prepare Agreements based on member requirements and follow up until closed
- Ensure the agreement has been signed and payment has been made by new members prior to allowing them access to offices or services
- Ensure renewals are processed and new rates updated where necessary
- Attend local events through affiliations and networking groups to enhance business opportunities and create brand awareness
- Research local competition to ensure competitive and achievable membership rates
- Be well versed on the SL Labs competitive differentiators
- Assist in daily operations as necessary

### **The Lab Experience**

- When onsite ensure that all areas of the lab are well presented at all times (especially the location that the Experience meeting will be conducted in and any specific area you will be highlighting during the ET)

### **Reporting**

- Attend weekly Sales Review calls with your Senior Director of Sales/Sales Support Team activities and results.
- Timely and accurate creation of sales/marketing reports
- Ensure a smooth communication flow regarding any special member requirements or any other matters that are relevant for team members
- Report any necessary disciplinary proceedings of other team members to the GM
- Liaise with Lab Team in authorizing PTO requests to ensure sufficient coverage over vacation periods during special events
- Provide back-up in the event that either the Experience Manager is absent

### **Essential Knowledge, Skills & Abilities:**

- Minimum 3 years experience in a position relating to sales and marketing
- Proven sales skills
- Bachelors Degree level or higher preferred
- High standard of customer service and strong written and oral skills
- Excellent organizational skills
- Ability to work under pressure and demonstrate flexibility
- Ability to work with potential members as a consultant vs. salesperson
- Good IT knowledge

### **Desirable Skills:**

- Experience in working in the Hospitality/Services business. Examples include but not limited to:
  - Assisted living facility
  - Country club
  - Upscale Spa or fitness center
  - Upscale restaurant (front line position)
  - Hotel

**Mental Requirements:** Reasoning, remembering, mathematics, appropriate language ability

### **Physical Requirements:**

- Ability to handle interruptions to work flow
- Ability to receive written or oral instructions
- Ability to work with a variety of individuals
- Ability to listen and respond clearly
- Hearing – Ability to receive detailed information through oral and telephone communication



## Serendipity Labs

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- Talking – Clearly expresses ideas by means of spoken word
- Repetitive Motions – Substantial movements of wrists, hands and fingers.
- Vision – Ability to see and read
- Crouching, kneeling, standing, climbing, stooping, walking, pushing, pulling, sitting and lifting
- Ability to handle small tools such as a drill, hammer, screwdriver, etc.

A review of this description has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and requirements are essential job functions.

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

This job description in no way states or implies that these are the only duties to be performed by the team member occupying this position. Team members will be required to follow any other job-related instructions and to perform any other job-related duties requested by their team leader.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty proficiently.

This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.

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Signature

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Date