



Sales Advisor

Job No: **LCC717** Location: **The Village at Stonebridge, Saskatoon** Employment Status: **Permanent, Full Time**

Closing Date: **6 May 2022 CST (May 06, 2022 16:00)**

The Organization:

The Village at Stonebridge offers independent retirement living in a vibrant, active and safe community that offers 159 suites for independent seniors in addition to an intermediate care home.

The Position:

We are seeking a professional, organized and self-motivated individual to join our team. Reporting to the Housing Manager, the Sales Advisor is accountable for supporting the development and delivering on marketing and sales strategies.

As a key member of The Village at Stonebridge, the Sales Advisor will:

- Set monthly sales goals to generate and meet sales targets to achieve growth
- Have working knowledge of the industry's climate and competition to effectively implement the sales strategy
- Identify and initiate contact with prospective residents
- Conduct tours of suites for potential residents and perform follow-up calls to finalize sales lease
- Track all sales activities in the company's database and keep current by updating account information regularly
- Demonstrate exceptional understanding of seniors, product knowledge, report/lead based management, and current competitive intelligence
- Have knowledge and understanding of community programs and other services available to the ageing population
- Represent the organization both locally and abroad by attending conferences, meetings, trade shows
- Assist in the development and promotion of the organization's digital marketing presence through our websites, Facebook pages and Twitter profile
- Build and maintain databases and archives of marketing and promotion material and handbooks
- Support the marketing strategies while maintaining the core identity of the organization
- Assist with the creation, promotion and participation in events
- Develop and maintain a mailing list including prospective residents, healthcare professionals, realtors, funeral homes, lawyers, seniors' centres and groups, appropriate charities and social service agencies, financial planners, churches & other places of worship, local politicians, and other assorted referral groups. Input and maintain the list in the customer relationship management software
- Encourage residents, staff, healthcare professionals, realtors and others to refer prospective residents
- Review sales statistics to develop suitable sales plans and effective sales promotions
- Assist in the reporting and metrics by collecting and interpreting reports to gauge the effectiveness of the marketing and sales strategy

Education:

- Diploma in business administration with a major in marketing or equivalent combination of education and experience

Experience:

- Minimum 2 to 3 years related experience in marketing and sales

- Experience working with seniors
- Valid Class 5 Drivers License

Knowledge, Skills & Abilities:

- Able to comprehend resident's needs by listening, presenting clear information and providing expert sales and product knowledge to close deals
- Maintain awareness of marketing and sales strategies, tactics, and trends
- Exceptional networking and sales skills
- Able to problem-solve with conflict management skills
- Be a self-starter
- Have time management skills
- Able to develop and maintain referral relationships
- Excellent working knowledge of digital marketing, social media platforms and practices
- Proficient in word processing, spreadsheets and accounting programs including the Microsoft Office suite
- Excellent writing skills
- Excellent presentation and public speaking skills
- Photography skills
- Excellent creativity and innovating thinking skills
- Relationship-based, positive attitude
- Energetic demeanor
- Demonstrate exceptional understanding of seniors, product knowledge, report/lead base management, and current competitive intelligence
- Able to develop and maintain referral relationships
- Knowledge of community programs, and other services available to the aging population
- Demonstrates integrity, honesty, teamwork and genuine concern for others
- Intuitive with a proactive approach to serving others
- Consistently displays initiative, independence and accountability
- Excellent administrative and organizational skills
- Effectively manages time, and priorities with attention to detail
- Positively responds to multiple interruptions in a fast-paced environment
- Positively adapts to change
- Maintains a high degree of confidentiality
- Able to travel and work outside of normal business hours

We Offer: LutherCare offers a competitive compensation package, benefits include:

- Enhanced Vacation Entitlement
- Personal days off
- Health and dental benefits
- Group life and long-term disability benefits
- Employee family assistance program

We believe in the power of diversity and we're dedicated to creating a diverse, equitable and inclusive environment at LutherCare Communities. We ensure equal opportunity for all applicants and encourage people of all visible minorities and those of any religion, sex, age, ability, sexual orientation, gender identity or expression to apply.

Applicants must provide a criminal background check prior to employment.

A Safe and Caring Continuum of Living™ for all.

Apply Now

Personal Details

* Required field

First name* (required)

Last name* (required)

E-mail* (required)

Mobile* (required)

Phone* (required)

Street* (required)

Street Cont.

City, Town or Suburb* (required)

Postcode or Zipcode* (required)

Country* (required)

State, Region or Province* (required)

Questions

1. Are you legally entitled to work in Canada?* (required)

- Yes
 No

2. Do you have a diploma in business administration with a major in marketing or an equivalent combination of education and experience?* (required)

- Yes
 No

3. Describe your experience within Sales and Marketing?* (required)

4. Do you have a minimum of 2-3 years related experience in Sales and Marketing?* (required)

- Yes
 No

5. Do you have experience renting, leasing and/or selling suites or property?* (required)

- Yes
 No

6. This position focuses largely on sales and the leasing of suites, briefly describe your sales experience that would have prepared you for this position:* (required)

7. What do you feel are the key factors to generate and increase sales/leasing of suites?* (required)

8. Do you have experience with reporting and metrics by collecting and interpreting reports?* (required)

- Yes
 No

9. Do you have Financial Management experience ensuring sales and marketing activities are within the approved budget?* (required)

- Yes
 No

10. Do you have a valid drivers licence?* (required)

- Yes
 No

11. Have you previously been employed by LutherCare Communities?* (required)

- Yes
 No

12. I certify that the facts set forth in this employment application are complete and true to the best of my knowledge. I understand that any employment offer will be based on the accuracy of this application and results of relevant employment checks.* (required)

- Yes
 No

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