

P A R K S P R I N G S ®

POSITION DESCRIPTION

TITLE: Sales Associate

REPORTS TO: Director of Sales and Marketing

FLSA STATUS Non-Exempt

GENERAL SUMMARY:

The Sales Associate works in accordance with established policies and procedures of Park Springs and/or specific instruction from the Director of Sales and Marketing and Residency Counselors. The Sales Associate's primary responsibility is to provide sales support for the Residency Counselors in the form of direct correspondence, cultivation and follow up with prospects. The Sales Associate will also have responsibility for marketing related activities and may perform follow up activities with Members all on behalf of the Residency Counselors.

PRINCIPAL DUTIES & RESPONSIBILITIES:

The following statements reflect the general duties considered necessary to describe the principal functions of the job as identified and shall not be considered as a detailed description of all the work requirements which may be inherent in the position.

1. Contacts and cultivates existing prospects to ascertain status, quality and interest. Distributes to Residency Counselor once qualified, interest expressed, and meaningful engagement occurs.
2. Receives, researches, inputs and assigns all initial inquiries.
3. Conducts all activities with web inquiries until such time as meaningful engagement occurs.
4. Manages, prepares for and sends invitations for scheduled virtual events featuring Park Springs Staff.
5. Conducts follow up activities with prospective and new members as needed by the Residency Counselors.

Contact - Kevin Isakson 404.941.1329 KIsakson@isaksonliving.com

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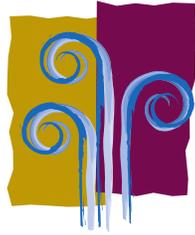
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6. Records all personal prospect activity in Sales Force.
7. Coordinates prospective Member overnight stays.
8. Mails sales brochures, collateral, personal notes at the request of the Residency Counselors.
9. Compiles, coordinates and maintains reservation documents, agreements and supporting addendums needed for perspective members including data entry in Salesforce.
10. Ensures the highest level of customer service on the phone and in person while involved with any activity related to Park Springs.
11. Answers the phone, assists members, residents and guests with information, directions and other inquiries of a general nature as needed.
12. Serves as back-up to the Account Coordinator when needed.
13. Performs specific work duties and responsibilities as assigned by the Director and Residency Counselors.

KNOWLEDGE AND SKILL REQUIREMENTS:

1. Excellent communication skills
2. Ability to work well without direct supervision.
3. Must demonstrate good organizational skills.
4. Experience in sales or hospitality environment, where good written and verbal communication and customer relations skills are essential.
5. Strong computer skills: word processing (Word, Excel), data entry and data base management.
6. Must display a courteous, friendly and helpful attitude.
7. Maintain confidentiality of Members, prospective Members and their families.
8. Ability to travel and work weekends as necessary.

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