



Membership Sales Coordinator Job Description

Title

Membership Sales Coordinator

Reports To

Human Resources and Alpine Services Manager

Summary

The Membership Sales Coordinator is responsible for selling Mansfield Ski Club through the achievement of opportunity-based sales quotas. He or she will reach business targets through the use of excellent sales and communications skills. The Membership Sales Coordinator is responsible for greeting interested parties, conducting tours, and highlighting the Mansfield culture at all times. This, in conjunction with a consultative sales approach, will be used to help prospects become members of Mansfield Ski Club. Other duties include maintaining a thorough, up to date knowledge of membership promotions, packages, options and services, and assisting customers with any related paperwork involved with the sale. This individual will also develop his or her revenue generation through the creation of sales leads, initiation of prospect calls, and establishment of ongoing rapport with existing and potential customers. Integrity, vision, and passion are essential for this role.

Core Competencies

- Customer and Service Driven
- Strong Communication and Interpersonal Skills
- Proven sales track record with a focus on results
- Ability to work effectively in a dynamic team environment
- Creative and Innovative thinking and proven ability to adapt
- Strong Ethics and High Level of Integrity

Job Duties

- Provide prompt and courteous customer service.
- Work with prospects to determine their requirements.
- Conduct professional, engaging sales presentations.
- Answer questions and offer suggestions to prospects based on a thorough knowledge of the Club.
- Offer additional products/services to customers related to the sale.

- Assist customers with any relevant paperwork to complete the sale.
- Work with lending agencies as necessary to facilitate the sale.
- Maintain an up to date knowledge of competitor's products for comparison.
- Maintain and expand the company's database of prospects.
- Overcome objections of prospective members.
- Emphasize product/service features and benefits, quote prices, discuss credit terms, and prepare forms and/or reports.
- Enter new customer data and update changes to existing accounts in the corporate database.
- Create sales leads and initiate of prospect calls.
- Establish ongoing rapport with existing and potential members.
- Investigate and troubleshoot customer service issues.
- Attend periodic sales training where applicable.
- Appropriately communicate brand identity and corporate position.
- Maintain code of ethics, integrity and passion at all times.

Requirements

- University or college degree, or an acceptable combination of education and experience.
- Experience in sales in a Club atmosphere.
- Demonstrated ability to convert prospects and close deals while maintaining established sales quotas.
- Success in qualifying opportunities involving multiple key decision makers.
- Strong problem identification and objection resolution skills.
- Ability to build and maintain lasting relationships with customers.
- Exceptional verbal communication and presentation skills.
- Excellent listening skills.
- Strong written communication skills.
- Self-motivated, with high energy and an engaging level of enthusiasm.
- Able to perform basic calculations and mathematical figures.
- Ability to work individually and as part of a team.
- High level of integrity and work ethic.
- Professional demeanour, selling style, and appearance.
- Experience with customer relationship management software.

Working Conditions

- Exposure to variable weather conditions is likely.
- Ability to attend and conduct presentations.
- Driving in various weather conditions, exposure to the driving of others.
- Manual dexterity required to use desktop computer and peripherals.
- Overtime as required.