

TITLE: Residency Counselor

EXEMPT STATUS: Exempt

REPORTS TO: Marketing and Sales Director

GENERAL SUMMARY:

The Residency Counselor is responsible for sales and closing activity that meets or exceeds expectations. The Residency Counselor manages the sales process from inquiry to residency by effective representation, negotiation and promotion of the community to the individual consumer and influencers. The Residency Counselor also works in accordance with the established policies and procedures of Westminster Village Terre Haute, Inc. and/or specific instruction from the Marketing and Sales Director. Performs all necessary functions ensuring a successful move-in of future residents and successful completion of Marketing events and efforts.

PRINCIPLE DUTIES:

Essential Job Duties:

1. Meets and exceeds department sales expectations.
2. Manages the sales process from initial inquiry to residency by effectively promoting the community to the prospect. Facilitates the process by understanding needs and independently making recommendations based on key information provided.
3. Negotiates obstacles and issues by understanding client needs and collaborating with community management.
4. Effectively responds to new inquiries in a timely manner.
5. Independently manages prospect inquiries and ensures that timely follow through is maintained in accordance with designated time frames.
6. Utilizes C3 Leads effectively by promptly inputting data and uses the system to manage assigned lead base.
7. Uses Direct Sales Performance Indicators (DSPI's) to set goals and independently diagnose areas of strength and needed improvement.
8. Generates adequate presentations by effective prospecting. This can include phone outs, referral generation, use of e-mail, home visits, etc.
9. Staffs the office to meet business needs which may include evenings, weekends and holidays.
10. Communicates with key influencers to facilitate a timely commitment to the community.
11. Participates in marketing events as directed by the Marketing and Sales Director.

12. Understands and articulately represents all documents related to residency, including Residency Agreement, Disclosure Statement, etc.
13. Provides feedback to community leadership regarding information learned through the sales process that can impact strategies to grow occupancy.
14. Assists and guides future residents in available selections (kitchens, flooring, colors, up-grades).
15. Communicates with internal stakeholders including community leadership and other departments along with vendors as needed regarding any requests for construction/physical plant changes.
16. Prepares closing documentation and internal communication timely and accurately.
17. Serves as the primary contact with the future resident regarding move-in dates and details surrounding the move-in.
18. Assumes responsibilities for personal work areas and maintaining areas in a presentable manner.
19. Embraces Extraordinary Impressions best practices in the marketing office and influences hospitality focused environment throughout the community.
20. Maintains a professional appearance at all times.
21. Drives personal vehicle to customer home as needed to advance the sale.

HOSPITALITY FOCUS:

Westminster Village Terre Haute, Inc. fully embraces a culture of hospitality. To that end, we include the following hospitality promises as a guide for our interpersonal interactions with residents, co-workers, and guests:

1. We greet residents, employees and guests warmly, by name and with a smile.
2. We treat everyone with courteous respect.
3. We strive to anticipate resident, employee and guest needs and act accordingly.
4. We listen and respond enthusiastically in a timely manner.
5. We hold ourselves and one another accountable.
6. We embrace and value our differences.
7. We make residents, employees and guests feel important.
8. We ask "Is there anything else I can do for you?"
9. We maintain high levels of professionalism, both in conduct and appearance, at all times.
10. We pay attention to details.

QUALIFICATIONS:

1. A Bachelor's Degree or equivalent. One year of sales experience
2. Solid presentation skills (small and large group)
3. Strong closing skills
4. Excellent verbal and written communication skills
5. Experience in all Microsoft Office Applications