STRATEGIC SALES ADVISOR

Member of Sales Services Team

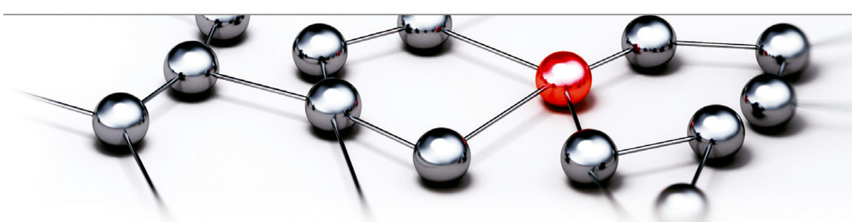
Reports to: Chief Client Services Officer
Status: Regular Full Time, Exempt

LOVE & COMPANY

Love & Company, based in Frederick, Maryland, is a national leader in senior living marketing, research, branding, advertising and sales management. We take pride in having a top-notch team of creative marketing professionals with extensive experience in their specific areas of expertise as well as senior living.

We believe in providing an excellent client experience by:

- Developing strong and lasting client relationships built on trust and mutual respect
- Being trusted advisors to our clients, bringing experience and knowledge they don’t have
- Doing what is right for our clients, for our partners, and for each other. Always. There is no other choice.
- Keeping a firm eye on the future as well as the present, providing our clients with innovative solutions and creative, critical thinking to address their challenges and opportunities
- Continually striving to be better tomorrow than we are today, developing our team members’ skills and knowledge, and sharing that knowledge with each other, with our clients, and with the senior living field



7490 New Technology Way
Frederick, MD 21703
301-663-1239
loveand**company**.com

POSITION OVERVIEW

The Strategic Sales Advisor is a field-based* position that specializes in assisting senior living communities and their sales teams with establishing and maintaining disciplined sales systems and processes based on Love & Company training and best practices, helping them to achieve defined sales and occupancy goals. Working closely with the Love & Company Account Strategy Director and client Sales Director for his/her assigned client accounts, the Strategic Sales Advisor monitors and stays on top of sales activity results and conversion rates compared to goals. The Strategic Sales Advisor identifies and helps implement solutions for meeting and exceeding marketing and sales goals. In addition, the Strategic Sales Advisor serves as a senior living expert resource and mentor for Love & Company staff and participates in Love & Company marketing and new business efforts. This person takes on a variety of duties and responsibilities in order to facilitate effective and efficient sales efforts. The Strategic Sales Advisor needs to be able to work on many different tasks for several clients simultaneously.

**Field-based means coaching, training and fulfillment of other deliverables may be on-site with the client depending on need and federal and state travel guidelines currently in place.*

PRIMARY RESPONSIBILITIES

- Contributes to and participates in the evaluation, development and implementation of marketing and sales programs
- Maps out and implements effective sales training and coaching programs for clients' sales teams using Love & Company tools, standards and best-practices
- Monitors clients' sales teams' activity and results, identifying opportunities to correct problems and enhance results, and coaches appropriate team members to implement recommendations
- Maintains Love & Company sales training process and materials regularly, in collaboration with the rest of the sales team and the Chief Client Services Officer
- Participates in the firm's internal and external business development efforts
- Contributes to enhancing the employee experience and overall work culture at Love & Company through coaching and developing internal staff and contractors
- Works collaboratively and effectively with the Client Experience Management Team to be accountable to and for the commitments made to the team

DETAILED RESPONSBILITIES

- **Contributes to and participates in the evaluation, development and implementation of marketing and sales programs**
  - Completes the sales portions of sales and marketing assessments and sales and marketing plans
  - Works with the Data Analytics Director, Account Strategy Director and client to ensure data integrity of clients' reporting
  - Works closely with the Account Strategy Director and Data Analytics Director to evaluate clients' sales and marketing programs on a regular basis, typically monthly and quarterly basis, and proactively as the situation warrants
  - Contributes to preparation for and participates in monthly results reporting meetings and quarterly planning meetings with client, which are led by the Account Strategy Director
  - Works with Account Strategy Director to ensure alignment of initial and subsequent years' goals and objectives for the client's sales and marketing program
  - Can articulate a comprehensive knowledge of core agency service offerings/capabilities and their benefits, and senior living field and corresponding marketing strategies and tactics, and can identify and communicate to internal teams, company leadership and client leadership additional services that may help the client achieve their objectives
- **Maps out and implements effective sales training and coaching programs for clients' sales teams using Love & Company tools, standards and best-practices**
  - Develops and nurtures relationship as trusted sales advisor and member of Love & Company team to clients' marketing and sales leaders and team members
  - Participates in successful client onboarding and successful launch of clients' sales and marketing program
  - Coordinates training and coaching sessions, meetings, and on-site visits with the client within the parameters of the agreed upon contract
  - Trains the client's sales and marketing team on the Love & Company sales and marketing program; training may be done both on site and via video conferencing, as the contract or situation warrants

- Communicates regularly with the client's sales leadership (and executive team as appropriate), providing progress reports and seeking feedback
- Prepares written communications, both for the internal team and for clients; organizes and maintains training documents and documentation
- Prepares site visit reports within 48 hours of each site visit

- **Monitors clients' sales teams' activity and results, identifying opportunities to correct problems and enhance results, and coaches appropriate team members to implement recommendations**
  - Evaluates ongoing program results for assigned clients, identifying potential challenges and opportunities for clients, and works with appropriate internal and client partners to identify, develop, present and implement solutions
  - Reviews and analyzes the client's customer relationship management (CRM) software database, looking for opportunities to improve sales and coach the sales counselors on strategies to advance leads towards a sale
  - Prepares written communications, both for the internal team and for clients; organizes and maintains project documentation files
  - Provides recommendations with supporting documentation if client staffing changes are required
  - Participates in screening and interviewing of new client hires
- **Maintains Love & Company sales training process and materials regularly, in collaboration with the rest of the sales team and the Chief Client Services Officer**
  - Reviews, updates, creates and enhances Love & Company sales training process and materials including memos, handouts, PowerPoints and other materials stored on the firm's internal shared drive
  - Collaborates with other sales department team members in ongoing updates and refinements to the overall internal shared drive organization of files and training materials
- **Participates in the firm's internal and external business development efforts**
  - Contributes as requested to Hotboard meetings and discussions
  - Contributes as requested to Management meetings and discussions

    - Contributes as requested to new business discovery and/or pitch meetings and discussions
    - Contributes as requested to proposal development and scoping discussions
    - Contributes to and participates in facilitation of webinars
    - Collaborates with the Love & Company team regarding posting of blogs, webinars and other promotional strategies on LinkedIn and other appropriate platforms
    - Utilizes LinkedIn as a resource for ongoing professional networking, recruitment and promotion of Love & Company services
- **Contributes to enhancing the employee experience and overall work culture at Love & Company through coaching and developing internal staff and contractors**
    - Contributes to the ongoing process of enhancing the employee work experience at Love & Company by contributing to and participating in related initiatives
    - Serves as a resource to new sales department employees, contributing to onboarding and training
    - Serves as a resource to sales sub-contractors, providing direction, context, and training and/or oversight
    - Serves as a resource to all Love & Company departments, providing employee training, development and mentoring to enhance overall knowledge and understanding of senior living and senior services
- **Works collaboratively and effectively with the Client Experience Management Team to be accountable to and for the commitments made to the team**
    - Meets the stated client experience and relationship management criteria consistently to ensure that internal and external relationships support the company's core values
    - Communicates regularly with the Account Strategy Director and Client Experience Management Team to keep them informed of the progress, results and schedule of the sales services being provided to the client team
    - Coordinates with Accounting Department for timely filing of expense reports
    - Contributes to the ongoing process of enhancing the client experience by contributing to and participating in related initiatives

Prior to New Client Kickoff

- **All Love & Company team members need to have a working knowledge of:**
  - Client's desired results
  - Key stakeholders on client side
  - Contract signed by client and Love & Company (what everyone needs to know)
  - Strategic objectives
  - Statement of work
  - Resource assignments
  - Implementation plan (timeline, deliverables)
  - Budget
- **All Love & Company team members agree and commit to:**
  - Shared vision for desired outcome for Account
  - Client Expectation Management
  - Fulfill position responsibilities
  - Team and role decision making expectations
  - Implementation plan
  - Budget

Team Success Criteria

All Love & Company team members are held accountable for the following:

- Sets and manages the client's expectations, relationship, and experience during the engagement.
- Aligns client objectives with specific strategies and deliverables that meet those objectives.
- Defines and executes a program and project plans, schedules, and budgets.
- All deliverables are of the highest quality, on time, in line with budget and align with the client's expectations.

- Communicates effectively and efficiently with internal and external clients. All communication is timely and keeps all team members in the loop on the status of the program, projects and tasks.
- Is proactive in identifying and resolving client and team members' needs/issues/concerns.
- Keeps leadership informed and escalates issues as appropriate.

Team Member Success Criteria

- Meets position responsibilities.
- Meets Employee Commitments agreed to by the team.
- Keeps team members informed of project and task status.
- Makes effective and well-informed decisions and seeks input and/or decisions from the appropriate resources.
- Manages client expectations (internal and/or external).
- Is prepared for and fully participates in meetings.
- Brings issues/concerns to the team (or appropriate member) and works to effectively resolve them.
- Produces high-quality, accurate and timely deliverables.
- Is 100% committed to the team's success.
- Continuously works to improve professionally and personally.

QUALIFICATIONS

The individual should have the following experience and capabilities:

- Demonstrated strategic and analytical thinking skills
- Demonstrated behaviors and skills that align with Love & Company's culture and values
- Advanced knowledge of and experience with the senior living field
- Senior living CRM experience (MatrixCare, Enquire, Sherpa, RHS, etc.)
- Ideally, the candidate has worked as a senior living sales and marketing director or as a senior living sales consultant, either independently or with another firm for a minimum of 10 years

- Strong understanding of and experience working with metrics-based senior living marketing and sales programs that employ confluent digital and traditional marketing campaigns
- Excellent writing skills; command of language, grammar and spelling; dedication to error-free work and communications
- Superior problem solving, time management and organizational skills
- Superior interpersonal skills with the ability to work with all levels of the organization
- Advanced knowledge of Microsoft Office (MS Word, Excel, PowerPoint)
- Basic knowledge of Macintosh and/or Windows computers, especially with Microsoft Office Suite
- Ability to travel overnight; frequent travel is typically required
- Bachelor's degree

APPLICATION DETAILS

If you are a self-motivated critical thinker who would thrive in this culture and position, please apply online at: https://loveandcompany.com/careers/, providing:

- A detailed letter explaining why you are interested in the position, the strengths, benefits and cultural fit you can bring to the firm, and the experience you have in the above areas
- Your resume
- Your salary requirements

NOTE: Resumes will ONLY be accepted with a cover letter and salary requirements.

Love & Company is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.