

JOB SUMMARY:

This position provides sales support to the retirement opportunity residences as deployed to achieve the sales targets. As a key member of the retirement team, this position will assess and respond to immediate occupancy opportunities while working closely with the General Manager and Resident Counselors in a manner that enables exemplary standards of resident care and services, the achievement of strategic goals, optimizes shareholder value and is consistent with the Mission, Vision and Values of each managed organization.

RESPONSIBILITIES:

- Meet or exceed occupancy targets.
- Achieve sales performance metrics in each residence to achieve optimum results.
- Participate in the development, execution and achievement of quarterly marketing plans for the achievement of traffic volumes and conversion ratios to drive occupancy.
- Keeps current on trends for sales in seniors housing and stay abreast of new competition in Sienna market areas.
- Completes a quarterly competitive analysis and understand the competitive market and any new builds or expansions impacting the residence occupancy.
- Participate in the weekly ACTION call for the residence. Share notes with Community Retirement Counsellor, General Manager, Marketing Team, and Regional VP of Operations & Sales.
- Develops outreach and networking partnerships
- Maintain a detailed knowledge of the lead management system (Yardi CRM).
- Effectiveness in tour conversions through discovery, closing and leads management.
- Executing all aspects of the One-On-One, Prospect Centered Sales and Yardi CRM.
- Generate, cultivate and maintain external business relationships in collaboration with the General Manager and Retirement Counsellor.

QUALIFICATIONS:

- Minimum 2 years' experience in front-line sales role (experience in senior living is an asset).
- Must have proficiency in Microsoft Office; Word, Excel and PowerPoint (experience working with a CRM system is an asset).
- Must have ability to travel on a daily basis within an assigned region with approximately 80% overnight travel.
- Valid driver's license
- Must have proficiency in outreach and networking.

Act upon your desire to help others, an aspiration that exists within all of us. Join Sienna Senior Living and help us to continue to enhance the lives of those we serve.

For Ontario locations, in accordance with the Accessibility for Ontarians with Disabilities Act 2005, upon request, support will be provided for accommodations throughout the recruitment, selection and assessment process.