



JOB DESCRIPTION SALES EXECUTIVE

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| Position Title: | Sales Executive | Location: | Marin and San Francisco |
| Department: | Sales and Marketing | FLSA Status: | Outside Sales Exempt |
| Reports To: | VP of Sales and Marketing | Revised Date: | 10/09 |

SUMMARY

Reporting to the President/CEO or Vice President of Sales and Marketing, the Sales Executive is responsible for his/her territory sales management (the territory will be assigned upon hiring) for the company. This position will coordinate sales activities to drive dynamic growth while helping to build the company as a trusted brand.

The ideal candidate will be highly entrepreneurial in nature, will have experience working with high net worth individuals, will preferably have prior start-up company experience, and will preferably have experience in the senior care industry and/or the hospitality industry. Sales people from pharmaceutical and medical-device industries are also encouraged to apply.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Prioritize key potential customers and referral sources in accordance with market sales plan.
- Develop and demonstrate positive relationships with local community and professional groups. Must be comfortable explaining Company's services to end users and their families and referral sources. Make sales calls on targeted managed care organizations, appropriate physicians/physician groups, case management firms, health maintenance organizations, insurance companies, and community groups. Prepare/deliver sales presentations to groups and/or individuals that effectively address clients, needs. Follow-up to provide additional information, answer questions, resolve outstanding issues, and close sales. Must have strong written correspondence skills.
- Represent Company to the community-at-large, form and informal referral sources, and potential clients, and contacts.
- Attend and participate in community and professional events, meetings, health fairs, etc. as a representative of the Company.
- Manage the entire sales cycle from prospecting, identifying potential customers, meeting with potential customers and referral sources, negotiating agreements, through closing sales and maintaining communications with customers and referral sources.
- Accountability in meeting goals and objectives.
- Collaborate with entire sales and marketing team.
- Meet and with team members on a regular basis.

- Provide strategic input for attracting new business development opportunities, including identifying potential markets as well as customers.
- Work with appropriate management/staff to develop accounts within assigned territory
- Once accounts are created, work with appropriate management/staff cultivate, support and reinforce company's account agreements within assigned territory.
- Establish and maintain working relationships with key line, contracts, marketing, clinical and specialty management staff to ensure thorough understanding of Company services and products.
- Assess market and with management establish personal sales strategic goals, tactics, and sales performance goals.
- Maintain accurate target lists and territory management systems records.

QUALIFICATION REQUIREMENTS

- BA or advanced degree preferred.
- A record of success, a winning attitude and desire to succeed.
- Demonstrated ability to drive and deliver revenue growth and business development through a managed sales and marketing effort.
- 3 + years of business development, marketing, and/or sales experience ideally within a health care or hospitality related industry.
- Preferably have good clinical / professional contacts in San Francisco.
- Prior success working independently.
- Polished speaking skills with correct usage of grammar.
- Elegant manner of dressing.
- Experience marketing or selling services to wealthy individuals.
- Willingness to meet contacts in surrounding areas.
- Excellent writing and communication skills, strong interpersonal skills, and exceptional people skills.
- Strong organizational and time management skills; ability to handle multiple priorities; computer literacy.
- Must be passionate, energetic and tenacious with a high sense of urgency and strong drive to produce results.
- Proven ability to establish senior level relationships. Proven negotiation skills.
- Ability to travel in bay area and attend sales meeting; ability to work flexible hours.
- Good team player – work effectively with others in setting of goals and strategies including strategic marketing plan.
- Experience in influencing large and small groups.
- Preferably with knowledge of the insurance, case management, self-insured, and managed care marketplace and marketing/sales techniques.

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