

Job Description



Name:

Job Title: Membership Sales Representative

Department: Sales

Reports To: Sales Director

Status: Full Time

General Summary:

To contribute and generate revenue to the club through honest and enthusiastic membership sales and services. You are required to participate in advertising and promotions in and outside the club. To create relationships with Members that will add value to their membership, enhance their sense of belonging and community within the club. Create membership solutions for all interested parties: prospect and solicit individuals, corporates and others for membership involvement through direct marketing, leads creation and membership referrals. Handle all ongoing member service issues and membership maintenance items as needed or directed.

Responsibilities:

- To provide effective membership tours to prospective members and guests, determining their needs and wants; matching those needs and wants with membership.
- Follow up by phones with those who don't join today within 24 hours by phone and written correspondence.
- When not touring, generate new sales leads through prospecting – continue to work current leads, member referrals and old leads. You will be expected to make a minimum of 50 phone calls per day, have a minimum of 4 appointments per day.
- If appointments are not set, you will not be on the up schedule.
- Make approximately 10 calls per day to current members to stay in touch and assist with member retention.
- Listen to and read relevant sales materials as well as attend and participate in weekly sales meetings to enhance performance.
- Meet and exceed established goals monthly to maintain employment. If you miss your goals in any three months through a 12 month period, you may be terminated or at a minimum taken off the up system.
- Complete all membership paperwork accurately and promptly submit for processing.
- Work as a team in order to provide a high level of service to members, inspiration and leadership to staff and assist in directing the flow of the club for smooth and profitable operation. Effectively handle member situations, freezes, questions, cancellations and concerns, etc.
- Attend all member events and social functions.

- Participate and assist in the planning and implementation of all promotions.
- Contact your assigned department director weekly for sales leads.

Compensation & Benefits:

Base salary

Full time: \$1666.67 per month

The following commission percentages and bonus plan will be applied to all NEW membership sales monthly. This is subject to change at the discretion of the sales director on a monthly basis:

Up to 70% of goal -	50% of commission
70.1% to 109.9%	100% of commission
110% to 124.9%	\$250 Bonus
125% + team hits goal	\$250 Bonus

Based on gross dollars and hitting goal, the following commissions per unit would be:

THTS (24) - \$ 139
 THTS (12) - 119
 Family - 119
 St. Individual- 55
 Couple- 80
 Corp. Indiv.- 50
 Senior- 44
 College- 20

To upgrade to THTS (12) – 40; THTS (24) - 60

*Gross % based on enrollment fee collected plus annual value of "NEW SALES"

\$15 flat rate on all upgrades; not counted towards monthly sales goal

Renewals are not counted towards monthly sales goals, and are paid at 5% commission.

Hours/Days expected to work per week:

40 hours per week as per schedule set by sales director.

You are expected to sell a minimum of 25 memberships per month. **This goal may vary each month per the sales director.**

Employee's Signature: _____

Date: _____

Approved by: _____

Date: _____

Note: Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. By signing you are indicating that you understand you are considered an at-will employee, and that no contractual obligation to continue your employment exists between yourself and Harford Health and Fitness, Inc. now, or at any point in the future.

Qualifications:

BA from 4-year college or university and a minimum of two to three year of sales experience including business to business sales and cold calling. An equivalent combination of education and experience will be considered.

Additional Requirements:

Must have professional image, assertive and energetic personality and good verbal communication skills. Self-motivated, team player with a strong desire to sell. Must be able to work a varied schedule to include weekends and evening hours.