

Job Description

Job Title: **Membership Sales Director**

Department: **Sales**

Status: **Full Time; Exempt**

Reports to: **General Manager**

Job Summary:

The Membership Director is responsible for, including but not limited to, all club sales, thin and healthy and p.r.e.p. in leading the sales effort to achieve monthly and annual team and corporate sales goals; providing sales staff training programs; management of regular membership sales drives; maximizing membership referrals; arranging corporate and community outreach; forecasting and tracking of membership sales efforts; operating within a budget approved by management; and managing harmony and cooperation between the membership staff and other Club departments. Responsible for holding the sales team accountable for contributing and generating revenue to the club through honest and enthusiastic membership sales and service and to participate in advertising and promotions. Will assist in creating relations with Members that will add value to their memberships, enhance their sense of belonging and community within the club.

Job Responsibilities:

- Will manage all aspects of the sales team members
 - Interviewing, Recruiting, Hiring, Counseling, etc; Staff training, schedules & meetings;
 - sales team payroll: submitted by deadline on semimonthly basis; shift coverage;
 - implement policies and procedure to staff; with a focus on customer service;
 - accountability; admin and paperwork.
- Educate Front Desk staff to cooperate and to participate positively in membership-related activity; i.e.: sales, guest, walk-ins, upgrades, tours, contracts, membership cards, problems, etc.
- Develop and maintain an organized system to follow up on all leads including guests, walk-ins information calls, referrals, and generated leads.
- Enhance effectiveness of the Referral Membership Program with regular communication and meticulous follow-through.
 - Innovate ways of communicating to members that increase member referrals.
- Study and communicate with other clubs regarding new and effective membership approaches, membership drives, effective advertising campaigns, etc.
- Work directly with the marketing department
- Work directly with the Membership Accounting Director
- Complete 2 MOD shifts per month

- Responsible for the sales budget

Will lead, assist in and be responsible for holding the sales team accountable for the following:

- Provide effective membership tours to prospective members and guests, determining their needs and wants; matching those needs and wants with membership.
- Follow up by phone 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, old leads, make a minimum of 50 calls per day, and have minimum of 4 appointments per day.
- Establish and monitor up system. If appointment is not set, team members 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 material as well as attend and participate in weekly sales meetings to enhance performance.
- Ensure sales team is meeting and exceeding established goals monthly to maintain employment. If sales team member misses goals in any three months through a 12 month period, they may be terminated or at a minimum taken off the up system.
- Complete all membership paperwork accurately and promptly submit for processing.
- Ensure sales team completes membership sales report accurately and submit on a weekly basis.
- 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.
- Interact with the members to provide an experience for them that are more than just a membership. Meet people you don't know. Required SBWA (selling by wandering around) twice per day for 15 minutes each time.
- Attend all member events and social functions.
- Design, create, participate and assist in the planning and implementation of all promotions.
- Communicate regularly with all departments for sales leads.
- Guarantee each sales team member is selling a minimum of 25 memberships per month
- Manage retention within the sales team to keep termination within and under budget

Hours/Days expected to work per week:

40 hours per week; flex time; shift coverage as necessary

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