



# Sales & Relations Manager

## Job Description

Job Title: Sales & Relations Manager  
Reports to: CEO/President and Advisory Board  
FLSA Status: Full-time Salary Exempt  
Department: Management/Administrative

### JOB SUMMARY

We are seeking an outgoing, customer service and sales-oriented relationship manager to join our organization. The key objective of this position is to generate new business by identifying opportunities for increased sales and occupancy, while ensuring a superior customer experience. The Sales & Relations Manager is responsible for growing the sales of the location in every department. This will include being the sales driver for our team members, managing the sales funnel process, engaging directly with our guests and patients, and growing our brand presence within the community via events and community connectedness. The Sales & Relations Manager will participate in the company's social media strategy to maximize brand engagement and sales potential. This position works closely with the Business Office, Director of Nursing, Financial/Human Resources, Marketing and Business Operations Manager.

### RESPONSIBILITIES

- Develop and execute a strategy to meet and exceed revenue targets.
- Active pursuit of sales growth, expansion opportunities and business development opportunities.
- Cross-sell or upsell to existing patients and guests. Coach and drive up-sales from team members.
- Lead one-on-one and team meetings with team members for purposes of education and sales development.
- Drive innovation in sales tactics in conjunction with marketing department utilizing current and new technology.
- Assist with content curation for all social media channels to drive brand engagement.
- Create staff schedules to maximize revenue.
- Oversee the department leads and therapeutic staff productivity performance.
- Liaison for human resource concerns and questions.
- Collaboratively works with the Business Office to resolve issues.
- Assists with recruiting for online reviews and handling company response.



- Understand the problems and challenges of patients and/or guests and identify ways the location could better address those needs.
- Resolve any customer complaints in a prompt and professional manner.
- Oversee all open houses, holiday events, community events and community engagement.
- Responsible for maintaining brand "magic" of the location.
- Oversee memberships and VIP relations.
- Organize all employee events, staff birthdays, anniversaries, etc.
- On-board team members to the Healing Waters culture.
- Educate team members on service and retail promotions.
- Create attractive and engaging retail displays.
- Monitor and assess activities of our competitors to proactively satisfy and retain our patients and guests.
- Spokesperson and Brand Ambassador for the location.
- Promote positive business morale and culture.
- Maintain positive relationships with patients and guests so that the location can maximize the value of those relationships.
- Provide excellent service in order to maintain a positive reputation for the location.
- Team member recruiter for the location.

#### REQUIREMENTS

- Demonstrable successful sales track record.
- Experience with CRM lead management and online sales acquisition tools.
- Outgoing, engaging and customer-oriented personality. A high-energy "people person".
- Ability to build, foster and maintain positive professional relationships.
- Devotion to high-quality customer service.
- Excellent interpersonal communication skills.
- Keen analytical and research abilities.
- Strong work ethic and self starter.
- Proficiency with Microsoft Outlook, Word, and Excel.
- Tech savvy. Superior computer skills.
- Knowledge of relationship management best practices.
- Problem solving and conflict resolution capabilities.
- Willingness to develop an in-depth understanding of the business and related services.
- The ability to successfully undergo a nationwide background check and drug screen.



EDUCATION/EXPERIENCE

- Bachelor’s degree in business, marketing, management, or related field.
- 3+ years of experience in sales.
- 1-3 years experience in a leadership role, preferably in sales.
- Spa, medical aesthetic and plastic surgery business experience preferred
- Experience in customer service and/or telephone-based customer support preferred

SKILLS

Public Speaking	Typing (60 wpm)	Ability to execute
Reading Comprehension	Ability to multitask	Time management
Writing Skills	Organized	Deductive reasoning
Communication Skills	Focus	Leadership abilities
People management	Problem solving	Detail oriented
Creativity		

PHYSICAL REQUIREMENTS

This position is indoors and requires sitting and reviewing materials on a computer screen for extended periods of time. This positions requires ability to lift and carry items repetitively, clear vision and hearing and manual dexterity for keyboarding, typing and data entry.

COMPENSATION

\$40,000-\$45,000 base salary with high bonus potential.

Acknowledgment

This job description should not be considered all-inclusive. It is merely a guide of expected duties. The employee understands that the job description is neither complete nor permanent, and it may be modified at any time. At the request of their supervisor, an associate may be asked to perform additional duties or take on additional responsibilities without notice. I acknowledge receipt of a copy of this job description.

\_\_\_\_\_  
Employee Name (Print)

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date