**Sales Counselor**

**Westminster Canterbury on Chesapeake Bay**

3100 Shore Drive Virginia Beach, VA 23451

**JOB DESCRIPTION**

The primary purpose of the Sales counselor is to sell residences, wait list, ready list, and early advantage memberships while assisting in the implementation of the current fiscal year Marketing/Sales Plan and following WCCB policies and procedures, admission policies and procedures to assure and maintain maximum occupancy levels.

**RESPONSIBILITIES**

* Identify prospective residents and markets Westminster to gain reservations of independent living homes and Early Advantage memberships which result in the level of occupancy required by budgetary demands.
* Initiate contacts with prospective residents by telephone, digital and written communications as well as in-person visits.
* Manage inquiries by prospective residents through the adopted "UP" Prospect System and utilizes the Customer Relationship Management database.
* Set appointments with prospective residents and their advisors.
* Conduct scheduled and non-scheduled presentations of Westminster-Canterbury on Chesapeake Bay to interested persons. Greet, touch base and schedule appointment; and follow-up.
* Assist with aspects of the Marketing Plan as directed by Management.
* Qualify prospective residents according to age, health, financial and interest.
* Assist the prospective residents in developing and coordinating the gathering of the forms, information and documentation for the prospective residents who reserve residences at Westminster-Canterbury on Chesapeake Bay (including but not limited to application for admission, personal health history, financial statement, physician's examination report, Priority Reservation Agreement, Reservation Agreement, Residence and Services Agreement and copies of checks given to Westminster-Canterbury on Chesapeake Bay). Guide and assist prospective resident through the admissions process.
* Schedule and conduct pre-admission meeting with appropriate staff prior to Board Admissions Committee to discuss staff recommendations, if necessary.
* Act as staff liaison with committee chair at Admissions Committee meetings.
* Prepare and present introduction of applicants and other agenda items for Admissions Committee meetings.
* Inform prospective residents of their approval or denial in writing following the decision of Admissions Committee. Contact applicants who have been denied by phone prior to mailing denial letters.
* Professionally represent Westminster-Canterbury on Chesapeake Bay within the broader community.
* Assist in the development of advertising, communications and public relations strategies as well as new marketing programs and community policies and procedures.
* Help create opportunities for publicity for Westminster-Canterbury on Chesapeake Bay.
* Promote and participate in team-selling activities with prospective residents with other staff, residents and Board members.
* Create sales and leads for residence at Westminster-Canterbury on Chesapeake Bay, Early Advantage Memberships as well as wait and ready list deposits.
* Develop relationships with attorneys, accountants, key management of financial institutions, trust officers, insurance and pension consultants, stock/investment brokers, selected real estate professionals, ministers, physicians, etc. for lead development.
* Maintain professional personal appearance.
* Embrace and follow the values of WCCB every day- Professionalism, Passion, and Respect.
* All other duties as assigned.

**QUALIFICATIONS**

* Bachelor’s degree in people-related field, Public Relations, Business Administration, Marketing, etc.
* Experience in the concept of a CCRC.
* At least two years’ experience or equivalent education in a related field.
* Physical requirements:
	+ The job is typically performed indoors in a typical office setting. Activities include periods of walking and extended periods of sitting work at a computer and using other office equipment.

**BENEFITS**

* Health & Dental Available Day 1 for new employees!
* Dental Insurance
* Life Insurance
* Long-term Disability Insurance
* Medical Insurance
* Short-term Disability Insurance
* Employee Assistance Program
* Retirement Plan with employer match
* Paid Time Off (PTO)
* Employee Discounts
* Excellent Advancement Opportunities
* Scholarship Program for Employees/Family Members
* Tuition Assistance
* Six paid holidays
* Vision