

Example of Sales Leader Job Description

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Our innovative and growing company is looking to fill the role of sales leader. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for sales leader

- Review and analyze available sales data for your community and your market and use this data to create SMART goals and action plans to achieve sales metrics
- Meet established targets for lead and lease conversion as defined on the Sales & Marketing business plan for your community
- Respond to telephone inquiries, remotely and in real time where possible, and conduct tours with prospective residents or interested parties
- Work with the General Manager to facilitate training and continuous coaching for any community staff that may need to field an inquiry call or conduct a walk-in or scheduled tour
- Make sales calls to potential leads with the intention of scheduling a community visit and move the sales process forward
- Promote and facilitate on and off-site events that drive lead generation and community tours
- Manage the community marketing budget and maintain promotional branded material inventory for the community
- Collaborate with the General Manager to develop and maintain an effective internal referral program with residents
- Support the General Manager in ensuring that the community, including all available apartments, model apartments, common areas and grounds are staged, marketable and aligned with Holiday standards
- Appropriately manage and update the CRM system to ensure detailed information is entered from all lead sources

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- 10+ years of relevant experience with solid track record in sales and management of sales teams, in FMCG / B2C
 - Working in multi-channel (direct/indirect) environment, ecommerce
 - Ability to build commercial partnerships
 - Vision and ability to translate into actions
 - Bachelor's degree from University of Pharmacy and Biochemistry or University of Medicine
 - Strong sales experience in the specific region