

**Job Description
Harbor of Health
Sales Manager**

Overview:

Harbor of Health is an integrated medical clinic and fitness center. Its innovative approach to healthcare makes it one-of-a-kind. The facility offers patient-centered, holistic, primary care incorporating available best practices in the promotion of health and incorporating concepts developed by the Institute for Healthcare Improvement (IHI). The Center combines “high touch” care with state-of-the-art information technology housed in a therapeutic, healing environment. In short, Harbor of Health is intended to build community, provide care, and improve quality of life.

Reporting:

The Sales Manager will report to the Director.

Job Description:

The Sales Manager’s primary responsibility is to sell Harbor Plan memberships according to a predefined sales forecast. Supporting responsibilities include, but are not limited to, the following:

- Closing inbound prospects generated through promotions, direct mail, clinic/fitness center trial, etc.
- Conducting planned, consistent outbound prospecting with a target of delivering in-person presentations to an agreed upon number of “qualified” prospects per week. This outbound prospecting can take on several forms including, but certainly not limited to:
 - Telemarketing from lists of patients/customers who have tried Harbor of Health but not joined the Harbor Plan (a membership-based program), as well as from pure prospecting lists.
 - Community outreach such as health fairs, setting up tables in corporate partner common areas (including Miss Cordelia’s), participation in Harbor Town/downtown events, etc.
 - Maintaining regular contact with promotional prospects in an effort to move them through the sales cycle.
 - Participation in corporate partner events (e.g., Miss Cordelia’s wine tastings).
 - Delivery of on-site corporate presentations.
 - Participating in group visits.
 - Requesting referrals from existing Harbor of Health members, patients and customers.
- Maintaining an active database (updated daily) in Microsoft Outlook of daily prospecting efforts. An agreed upon minimum number of new contacts should be added to the database each week and personalized contact with a certain percentage each week should be targeted. Weekly prospect activity reporting should be provided to the Director.
- Collaborating with Harbor of Health’s marketing agency to ensure that sales efforts complement the facility’s marketing efforts and vice versa (e.g., regular providing contact database for direct mail/email purposes).
- Supporting the facilitation of weekly sales meetings to include preparation of sales reporting.
- Supporting the Director with other duties as assigned.

Personal Attributes:

The Sales Manager should have the following attributes/qualifications:

- Sales experience – at least one to two years of outbound sales experience (prospecting) with proven results
- Bachelor's degree (preferred)
- Experience in healthcare/wellness (preferred)
- Customer-focused
- Organized – Ability to successfully track sales prospecting efforts, develop a sales plan, and follow that plan
- Computer literate – solid understanding of Microsoft Word, Excel, PowerPoint and Outlook