

HEARTBEAT INTERNATIONAL

Job Description

JOB TITLE: Next Level Sales Specialist

CLASSIFICATION: Exempt

REMOTE WORK STATUS: Position eligible to work remotely.

DEPARTMENT: Ministry Solutions

REPORTS TO: NXL Sales Manager

SUMMARY

The Next Level Sales Specialist is responsible for Heartbeat's Next Level sales and marketing initiatives, basic program development and technical support. All activities/functions of this position are to be consistent with and in support of Heartbeat's pro-life mission and vision and Christian core beliefs and core operational values.

RESPONSIBILITIES:

1. Facilitate sales and encourage program growth.
 - Become a trusted, knowledgeable resource for marketing and educating prospective clients about the value of our products. Effectively prospect new customer leads by leveraging personal network and marketing campaigns, and by attending industry conferences and workshops.
 - Reach out to potential customers, through telephone communication and other means (e-mail, etc.), inviting them to consider our services, answering questions and concerns, and advising them how our product can assist their center.
 - Quote pricing to centers based on their tier and migration needs.
 - Coordinate with the customer service team to develop and implement a marketing plan to include such initiatives as networking, advertising, sales presentations, print materials (articles and newsletters), and other promotional strategies.
2. Develop and strengthen existing client base. Establish strong relationships by providing exceptional customer service support and ensuring customer satisfaction and retention.
 - Solicit feedback that can be used for product improvement. Use customer follow-up system to ensure products meet specifications, that quality service objectives are met, and client goals are exceeded.
 - Work collaboratively with staff, customers, and vendors to service and/or produce an exemplary product that serves the customer well.
3. Build comprehensive knowledge of prospects, competition, and market.
 - Maintain and track sales leads and accounts.
 - Compile data, maintain accurate records, and provide timely reports on program statistics involving sales, cancellations, retention, and customer satisfaction.
4. Assist with program development and provide technical support as needed. Deliver technical presentations, conduct software demonstrations, and align key resources to lead to successful sales outcomes.
5. Responsible for driving growth in revenue and market share.
6. Assist with other projects as assigned by the supervisor.

SUPERVISION (Received/Exercised)

Receives periodic supervision in the form of general parameters. Makes non-routine decisions involving analysis of situations based on parameters established and past related experience ensuring the service provided conforms to HB's Christian pro-life mission, vision, and core beliefs and values. Nurtures relationships with clients by providing support, information, and guidance, researching new opportunities, and recommending service improvements.

QUALIFICATIONS

1. 5+ years of professional experience as a director of sales or sales specialist, with demonstrated successful sales experience.
2. College degree in Marketing or other related area of study and/or demonstrated equivalent experience preferred.
3. Excellent verbal and written communication skills, with the ability to communicate technical information to both technical and non-technical audiences, as well as demonstrated persuasive customer service skills.
4. Effective interpersonal (customer service) skills to build rapport with clients and work well with other HBI staff, the Board, and the public.
5. Strong technical skills are essential.
6. Experience with Microsoft Office programs - Excel and Word - for report generation.
7. Ability to make decisions and resolve problems based on established policies and procedures, and occasionally resolve problems not specifically addressed in policies and procedures.
8. Ability to handle details accurately and efficiently.
9. Strong self-motivation and personal organization skills. Ability to manage time and effort to maximize results.
10. A willingness and desire to serve affiliates and other HB constituencies, including other staff, in support of and to promote Heartbeat International's life-affirming ministry and God's plan for our sexuality.
11. A willingness to share the gospel of Jesus Christ by word and example to encourage affiliates, staff, and others and to contribute to an office environment conducive to supporting HB's ministry of life.