

## Senior Living Sales Consultant

### **Position Description**

Love & Company has been highly successful producing positive sales results for senior living communities, and demand for our services is increasing. We are looking for highly experienced senior living sales professionals to assist with the rapidly growing sales training and sales management side of our business, and who can work in partnership with our in-house marketing, media and creative team to produce consistently strong results for our clients.



Candidates should have demonstrable success producing results for clients at all levels of care (IL, AL, MS, SNF), with particular experience in independent living/CCRC sales. The ideal candidate will have experience with developing startup communities; planning, marketing and selling expansions; and revitalizing sales programs at existing communities. We are also interested in meeting with senior living sales professionals and marketing directors that have had success on an individual basis and are looking to broaden their horizons with a consulting career.

1209 N. East Street

Frederick, Maryland 21701

301-663-1239

fax 301-663-1553

[www.loveandcompany.com](http://www.loveandcompany.com)

Responsibilities will include:

- Conducting detailed analyses of a community's marketing and sales programs, physical plant and comparisons to industry standards, and identifying and prioritizing opportunities for improvement
- Developing annual and quarterly marketing and sales plans
- Training clients' sales teams in effective selling techniques
- Training clients' sales teams in effective use of REPS
- Implementing detailed results- and performance-tracking programs
- Consulting with clients on an ongoing basis to monitor the effectiveness of their sales and marketing programs and identify areas for additional enhancements

Candidates should have strong writing, analytical, presentation, organization and interpersonal skills. Approximately 75% travel is required, primarily along the East Coast. Proximity (and possible relocation) to our Maryland office is preferred but not required.

### **Qualifications**

The person we are looking for will have at least five years of sales and marketing experience, ideally including presales of start-up communities and/or expansions.

**Compensation**

Compensation will be commensurate with the candidate's qualifications and experience.

**How to Apply**

Please send us:

- A detailed letter explaining why you are interested in the position, the strengths and benefits you can bring to the firm, and the experience you have in the above areas
- Your résumé
- Your recent salary history and salary requirements

Please mail or e-mail the materials to:

Rob Love, President  
Love & Company, Inc.  
1209 N East Street  
Frederick, MD 21701

[hr@loveandcompany.com](mailto:hr@loveandcompany.com)

Thank you for your interest!