



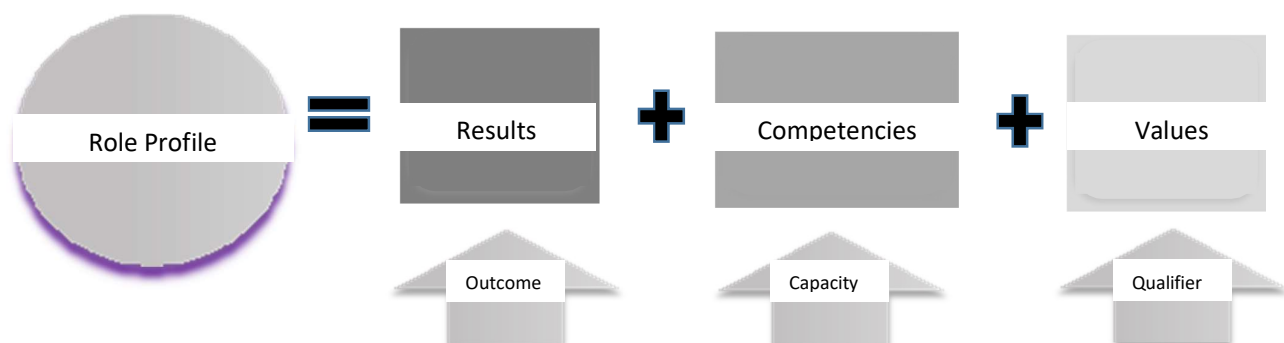
POSITION PROFILE

Sales & Onboarding Consultant

Structure & Approvals

Performance Excellence Approach	<p>The performance excellence approach places an emphasis on the achievement of performance outcomes, with a focus on:</p> <ul style="list-style-type: none"> • Having clear roles & responsibilities • Accountability for contribution and results • Personal and professional skills development • Goal/Target setting • Career Planning • Demonstrating the interest to be part of the team and business. <p>An employee is reviewed against three components, values, competencies and results excellence and must be achieving against each component to meet the expectations of their position.</p>
Position Title	<p>Sales & OnBoarding Consultant Version 1.0 Date of Last revision: March 2020 Review Date:</p> <ul style="list-style-type: none"> • Annual Performance Review • Recruitment <p>Director – Rebecca Schelfhout</p>
Location	<p>Mums on a Mission – 7/57 Paramount Drive, Wangara</p>
Reports To:	<p>Director</p>
Direct Reports	<p>Not applicable</p>
Internal Stakeholders	<p>Director, Head of Operations, Other staff</p>
External Stakeholders	<p>Members, Prospective clients</p>

Performance Excellence Framework



Role Purpose	To continuously increase our member base through the conversion of leads to members, and in collaboration with the Mums on a Mission team service provision, the retention of existing members through a willingness to go the extra mile and empower the women they're reaching out to, to do the same.
Competencies	Knowledge, skills and abilities as outlined in the Competencies section of this profile.
Values	The value system, " <i>How things are done at MOAM</i> " forms the basis for the behaviour and interaction with all stakeholders, aligned with the belief of valuing Dependability, Loyalty, Integrity, Passion & Open-Mindedness as outlined in the Values section of this profile.
Qualifications	<ul style="list-style-type: none"> • Certificate IV in Fitness • Drivers Licence • First Aid & CPR Qualification • Additional training CEC
Knowledge	<ul style="list-style-type: none"> • Knowledge and understanding of the fundamentals of human behaviour, and the required techniques to overcome objections and barriers. • Knowledge of sales models and the best approach aligned with the fitness industry. • Technical knowledge of the fitness industry to sufficiently support and influence members and potential leads.
Skills & Abilities	<ul style="list-style-type: none"> • Demonstrated ability to build immediate rapport with potential leads • Demonstrated ability to delicately ask the hard questions, overcome objections and influence a successful sale. • Demonstrated high quality organisational, planning and communication skills with a focus on guiding, supporting and mentoring others. • Ability to apply understanding of the science behind health & fitness to the practical setting. • Demonstrated ability to maintain stable performance under pressure or opposition (e.g. time demands, conflict, multiple responsibilities, unforeseen challenges) and handling stress in a manner that is acceptable to others. • Demonstrated ability to create a positive culture and environment within a collaborative team. • Strong administration skills.
Experience	<ul style="list-style-type: none"> • A minimum of 3-5 years' experience in customer service and sales in a similar role. • Experience working within multidisciplinary gym or fitness environment. athletics • Experience making informed and difficult decisions, handling conflict management situations and delivering messages under pressure
Position Overview (refer to Results table for more detail)	<p>A Summary of Responsibilities is outlined below:</p> <ul style="list-style-type: none"> • Calling leads and following our sales script. • Recording calls to be used for further development and upskilling. • Entering details of the conversations onto live leads tracking form. • Efficiently communicate with both prospects and team members in a timely manner. • Follow up with past prospects. • Call past members to encourage them to return. • Host Startup Session Presentations. • Perform a group close at each startup session. • Complete all paperwork with attention to detail for each new member. • Enter new members into Mindbody. • Share information with the training team about new members. • Welcome new members to the team via Facebook. • Respond to sales enquiries received via email and Facebook. • Share the culture and mission of Mum's on a Mission with each new prospect. • Do your best to empower and inspire those around you.

Results

Scale

- 1 = Performance needs significant improvement
- 2 = Performance needs improvement
- 3 = Performance meets expectations
- 4 = Performance exceeds expectations

Accountabilities	Outcomes	KPI	Scale	Weighting
Convert incoming lead to Kickstart or Full membership	Successful transition of a potential lead into a membership.	Customer commitment secured in a manner consistent with policy and process with a monthly increase in membership numbers	<p>1 = <20% leads converted to memberships</p> <p>2 = 21 – 49 % leads converted to memberships</p> <p>3 = 50 – 74% leads converted to memberships</p> <p>4 = > 75% leads converted to memberships</p>	45%
Host Group start Up Sessions	Successful transition from Group start up to membership sale	Group Start Up converted to membership sale in a manner consistent with policy and process with an monthly increase in member base.	<p>1 = <20% start ups converted to sales</p> <p>2 = 21 – 49 % start ups converted to sales</p> <p>3 = 50 – 74% start ups converted to sales</p> <p>4 = > 75% start ups converted to sales</p>	45%
Provide statistical data to improve lead & sale process	Successfully identify trends and improvements to lead/sale generation process	Where conversions to sales are less than 50%, successfully identify new approach to targeting prospects.	<p>1 = Improvements increase sales by less than 20%</p> <p>2 = 21 – 49 % = Improvements increase sales by 20 –30%</p> <p>3 = Improvements increase sales 30 – 40%</p> <p>4 = Improvements increase sales by > 40%</p>	5%
Membership recommencement of past members.	Successfully achieve membership recommencement of past members	Existing member rates are exponential	<p>1 = <20% past members renew</p> <p>2 = 21 – 49 % past members renew</p> <p>3 = 50 – 74% past members renew</p> <p>4 = > 75% past members renew</p>	5%

Competencies

Accountability	Outcomes	Competencies
Convert incoming lead to Kickstart or Full membership	Successful transition of a potential lead into a membership	Learning Communication Time Management Adaptability Problem solving Build Constructive Relationships Information Monitoring Commitment
Host Group start Up Sessions	Successful transition from Group start up to membership sale	Communication Time Management Adaptability Problem solving Build Constructive Relationships
Provide statistical data to improve lead & sale process	Successfully identify trends and improvements to lead/sale generation process	Information Monitoring Learning Communication
Membership recommencement of past members.	Successfully achieve membership recommencement of past members	Communication Time Management Adaptability Problem solving Build Constructive Relationships

COMPETENCY INDICATOR

Learning	Displays an awareness of own strengths and development areas and is personally committed to own personal development.
Communication	The ability to communicate effectively and appropriately at all levels and ability to present information effectively with the desired impact.
Time Management	The ability to manage time effectively and efficiently in accordance with work priorities to ensure timeous and qualitative outcomes.
Adaptability	Always open to organisational and environmental changes with the willingness to support and have a positive effect on the change.
Problem Solving	Focuses on problem solving and continuous improvement in order to reduce or eliminate the difference between the current and future desired states.
Commitment	Ability and willingness to consistently apply energy to engage in activities or actions in alignment with the needs, priorities and goals of the organisation.
Build Constructive Relationships	Builds constructive working relationships characterised by a high level of acceptance, cooperation, and mutual respect.
Information Monitoring	Sets up ongoing procedures to collect and review information needed to manage an organisation or ongoing activities within it.

The Mums on a Mission Values

How things are done at MOAM;

Our Vision:

Motherhood Reimagined

Dependability	<ul style="list-style-type: none">• Walk the walk.• Guide others to overcome hurdles and understand they have the power to create change.• Shoot straight, be forthcoming with honesty.
Loyalty	<ul style="list-style-type: none">• Commit to the mission, always drive from the heart.• Help others to see their potential.
Open Mindedness	<ul style="list-style-type: none">• Keep a growth mindset, willingness to learn and be open to new things.
Integrity	<ul style="list-style-type: none">• Always act in good faith
Passion	<ul style="list-style-type: none">• Believe in the mission, yourself and our members.

Authorities

Recommend	Approve
Financial changes	Membership duration changes (case by case only)
Process changes	Individual Sales approach
Membership changes	
Email campaigns	
Session changes	