

**ABOUT KENDAL AT HOME**

Founded on Quaker values in 2004, not-for-profit, [Kendal at Home's](#) unique life plan at home program empowers members to live the life they want, on their terms, while providing the safety and security members and their families desire. Its mission is to help members remain part of their vibrant, diverse, caring communities while providing options to promote independence, continuous learning, social relationships, and excellence in healthcare.

Kendal at Home is an affiliate of Kendal Corporation- a leading, not-for-profit organization of communities, programs and services that advocate for and empower older adults to achieve their full potential. Kendal began in the late 1960s and has since that time sought "a better way in retirement" based on Quaker values. Since then, 14 communities in 9 states have either been developed as a Kendal Affiliate from the ground up or have chosen to become a Kendal Affiliate.

Lifecare at Home (LCAH) is akin to a long-term care insurance coupled with a service delivery model that combines the financial and health security of a continuing care retirement community (CCRC or Life Plan Community) with the freedom and independence of living at home.

Following 17 years of service, Kendal at Home seeks to expand its mission and its success in Ohio and in Massachusetts. To ensure that success, Kendal at Home is seeking a collaborative, creative, self-motivated salesperson for both Massachusetts and the Cincinnati area.

**POSITION SUMMARY**

The Regional Sales Manager will be responsible for establishing a sales presence for Kendal at Home in these expanding markets and for engaging a viable pool of prospects, influencers and referral sources. The ideal candidate will be confident, personable, creative, collaborative and agile- with a proven track record of sales achievement.

**PRIMARY RESPONSIBILITIES**

- Achievement of annual, quarterly and monthly sales goals and objectives
- Promotion of the benefits of Kendal at Home to prospects and leads
- Provide product education to new and existing markets
- Development and presentation of virtual and live product information sessions and seminars
- Development and management of a sales pipeline of qualified candidates for membership
- Maintain consistent, high-volume outbound and inbound sales activities
- Development and implementation of a community outreach program designed to educate and attract influencers in the relevant fields of referral sources including, elder law, financial planning, care management, employee assistance programs et al
- Effective utilization of proprietary CRM and other sales tools; including consistent tracking of all sales activities
- Collaboration and regular communication with creative/marketing agency to ensure the successful implementation of marketing strategies, tactics and campaigns
- Keeping up to date on developments in senior living, health care, wellness, insurance, retirement planning and other related fields
- Other duties as may be required

## **COMPETENCIES**

**Customer Service:** Manages difficult or emotional situations; Responds promptly to customer needs; Responds to requests for service and assistance; Meets commitments.

**Interpersonal Skills:** Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

**Oral Communication:** Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions

**Teamwork:** Balances team and individual responsibilities; exhibits objectivity and openness to others' views; respectfully gives and graciously welcomes feedback; contributes to building a positive team spirit; supports everyone's efforts to succeed.

**Judgment:** Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.

**Motivation:** Sets and achieves challenging goals; demonstrates persistence and overcomes obstacles; measures self against standard of excellence; takes calculated risks to accomplish goals.

**Quality:** Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

**Safety and Security:** Observes safety and security procedures; determines appropriate action beyond guidelines; reports potentially unsafe conditions;

**Dependability:** Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

**Initiative:** Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for and offers help when needed.

## **EDUCATION AND EXPERIENCE**

Bachelor's Degree with an emphasis in non-profit management, marketing, sales or a related field is preferred. Minimum of three (3) years' experience working in sales and marketing and/or in a leadership role within insurance, senior living, health care, education or a related environment.

- Displays an in-depth knowledge of the senior living marketplace, referral source networks, community outreach strategies, and relationship selling.
- Knowledge and fluency with CRMs, MS Word, Excel, Power Point and other similar computer programs preferred
- Conforms to the requirements of the compliance program by understanding and adhering to Kendal's Compliance Program and Policies as they appear in the Code of Conduct and other compliance policies. Annually acknowledges review of the Code of Conduct by signature, and annually attends corporate compliance education.