



## Position Description

<b>Title:</b>	<i>Sales Lead</i>
<b>Status:</b>	<i>Permanent with Seasonal fluctuations: Oct-Apr @ Part-time, Apr-Oct @ Full-time Key Position – Long Term Investment</i>
<b>Reporting to:</b>	<i>Operations Manager</i>
<b>Remuneration:</b>	<i>Introductory hourly wage (commensurate with experience) *Additional sales commissions available</i>
<b>Location:</b>	<i>3065 4<sup>th</sup> Line, Cookstown, Ontario, L0L 1L0</i>

## Company Information

Skydive Toronto Inc. is the longest established and most experienced skydiving school in Canada, with over 44 years of operations all conducted by original management, and over 260,000 jumps successfully completed.

Our skydiving school was founded in Ontario in 1972. Over the years, we continued to grow, until our latest move to our new and current location in Innisfil in 2006. Less than 25 minutes north of Toronto via highway 400, and about 10 minutes south of Barrie, our dropzone has both the location and infrastructure to become the premiere skydiving centre of Canada. We are currently developing the internal culture to achieve this level of business success, building a team that embodies a sense of continuous personal development, pride, hustle, and meaning.

## Overview

As the Sales Lead, you will be a key personality that engages both our potential customers and skydive students bolstering business reputation and revenues. In this role, you will take over daily operations behind the service counter responding to all telephone, email, and social media inquiries. It is your warm, genuine and engaging attitude that turns inquiring people into customers, and furthermore, your eye for detail, follow-through, and product knowledge will turn our customers into “forever Skydive Toronto fans”.

Utilizing our cloud-based Dropzone management and reservation system ([www.burblesoft.com](http://www.burblesoft.com)) you will be responsible for taking reservations, registering customers, students, and skydivers, while coordinating logistics with the appropriate team members. Driving Sales will be your key priority in the position. You will diligently maintain all of the administrative procedures and processes involved in sales and reservations (sales pipeline and CRM, reporting lead conversation and sales figures, guest profiles, etc.) You are also the person our frontline sales team will answer to, so we need someone who has excellent management and training skills. As a leader you will create an environment of ‘organised chaos’, encouraging team members to work with a sense of urgency, smiling and creating laughter.

Ultimately, a passion for courageous experiences, positive outlook and responsive attitude, along with a thick skin and tenacious work ethic are personal characteristics that will enable you to flourish and support the ambitious vision of Skydive Toronto. This is a key role, so we are looking for a long-term commitment – are you ready to embrace a Skydive Toronto lifestyle?

This will be a full-time position and requires extra focus/dedication from April to November. However, during our off-season (winter), there is more flexibility in the hours/days required and there are ample opportunities to take longer periods of time off.

## Key Accountabilities/Deliverables

### *Sales (55%)*

- Employ expert product knowledge and selling techniques to promote products, services, packages, etc
- Monitoring and maintaining the sales pipeline and CRM system
- Coach support staff in effective sales techniques while encouraging them to achieve monthly targets
- Working closely with the Marketing Coordinator to organize strategic promotions / sales campaigns to maximize sales
- Analyzing purchase patterns and devising new strategies to optimize rates and increase leads
- Identify future and current trends that appeal to Skydive Toronto markets
- Chase group booking sales leads (weddings, corporate retreats, etc.); negotiating rates and contracts to close the sale, then precisely coordinating special needs with operations team to carry out successful event
- Conducting performance measure evaluations and developing processes and metrics to ensure highest level of return on company objectives and investment

### *Frontline Service (15%)*

- Act as ambassador and liaison for the company, delivering service excellence to customers and potential customers with a friendly and engaging demeanor. Seeks out and responds to customer needs.
- Attending to high volumes of phone calls; processing new reservations, and re-scheduling existing reservations
- Recommending different product upgrades that best fit the customers needs
- Resolving service problems by clarifying the customer's complaint, 'making it right', and following up to ensure resolution and strategy to make a permanent procedural or policy correction, if necessary

### *Team Leadership/Office Coordination (30%)*

- Lead by example; modeling the values and behaviours of Skydive Toronto
- Recruiting, selecting, training, and coaching seasonal staff while promoting company values and business objectives
- Monitor and maintain a positive and empowering work environment for all team members that cultivates an atmosphere of shared responsibilities and rewards
- Facilitating clear, direct and open communication regarding upcoming reservations to determine and optimize airlift and instructor capacity
- Maintaining effective Human Resource tools (including job descriptions, procedure checklists/manuals, performance benchmarks, clearly defined expectations and mediums of recognition)
- Liaising directly with the company's Bookkeeper to ensure comprehensive record keeping (correct input procedures, task follow through, end of shift balancing, etc.)

## Position Requirements

- Must have own transportation
- Must have flexible schedule; available to work overtime hours and weekends as required
- Lifting or moving up to 40lbs may be required
- Essential to personally enjoy/have familiarity with extreme sports and courageous pursuits
- Must be a self starter with the ability to work in a team environment, take initiative, assess priorities and multi-task, competently
- Will perform a variety of activities with a high level of accuracy within an, often, high-stress and fast-paced work setting (reliably, during peak periods such as weekends)
- A collection of professional references will be required prior to final interviews

## Education/Experience

- A college diploma or university degree in business, tourism & hospitality or marketing an asset
- Fundamental knowledge and understanding of millennial markets
- 1+ year of working in a sales driven environment
- Proven ability to excel and multitask in a fast-paced environment
- Knowledge of local area and marketplace
- Strong computer skills with experience using office computer applications and contact management systems
- Demonstrated initiative in community and volunteer endeavors

## Core Competencies

**GOAL ORIENTATION** Proactively plans, establishes priorities and allocates resources appropriately. It is expressed by developing and implementing increasingly complex plans, monitoring and adjusting work to accomplish goals and deliver to Skydive Toronto's mandate.

**FOCUS** Demonstrates eye-on-the-prize capacities with the ability to internally identify the purpose of your work and staying attentive to priorities.

**EMPATHY** Identifies with customers and naturally establishes a rapport out of trust and relation to their unique interests and character.

**AGENCY** Possesses an appropriate sense of urgency and the gumption to get things done when obstacles arise, accepts and errors or omission that have occurred and moves forward with improvement in mind.

**INNOVATION** Strives to improve performance through new or creative solutions.

**ORGANIZATIONAL AWARENESS** Understands the relationship of organizational structures and the cause and effect between their job and others.

**TEAMWORK** Demonstrates the ability to work cooperatively, participate fully, involve and encourage others, contributing to a cohesive team environment.

**OPTIMISM** initiative and the ability to focus on opportunities and solutions with pleasure. Resilient in the face of failure or rejections and the attitude to persist.

**SERVICE ORIENTATION** Implies a desire to identify and serve customers, focusing one's efforts on discovering and meeting their needs.

## Apply

- Please send your resume and cover letter to [sarah@skydivetoronto.com](mailto:sarah@skydivetoronto.com)
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