



## **Job Description**

<b>Job Title:</b>	Membership Consultant
<b>Reporting to:</b>	Sales Manager
<b>Department:</b>	Sales
<b>Hours of Work:</b>	45 hours per week Variable shifts to include evenings and weekends

### **Purpose of role:**

To act as an ambassador for Ignite Fitness and to promote, organise and arrange new memberships and manage existing memberships.

To therefore be responsible both for maintaining and increasing the overall satisfaction for all Ignite Fitness members.

The Membership Consultant will be responsible for achieving pre-determined sales targets on a monthly basis.

### **Key Responsibilities:**

- Be accountable for individual sales for an assigned club and achieving an individual sales forecast on a monthly basis.
- Contribute the highest sales performance level in order for the membership sales team as a whole to achieve the minimum requirement of an on budget performance.
- Maintain activity levels in all areas of telephone contact e.g. cold calling, retention calling (30-day call-backs), follow-up calls, enquiry handling and calls to ex-members on a regular daily basis.
- Ensure that all targets, forecasts and goals set for activity levels are reached to achieve the required number of membership sales.
- Support and work with the marketing strategies and initiatives throughout the club; whilst liaising with all other departments (particularly fitness) to integrate the selling process with the customer/member.
- Monitor and track all personal sales results and activity levels on a regular daily basis, using the correct procedure and systems.
- Be responsible for selling all types and categories of membership dependent upon the customer's needs as well as focusing on the selling of corporate memberships within the immediate locality of the club.
- Be responsible for personal time management that in turn ensures that the sales effort is manned at the correct levels at all times. Weekend work, late hours may



be required to perform to the required standards and to achieve an above budget performance for the number of membership sales.

- Be accountable for the correct completion of all membership paperwork and liase closely with all areas of Administration to ensure membership application procedures are adhered to.

#### **Skills / Experience / Qualifications:**

- Must have 2-5 years sales experience
- Must have advanced people and communication skills
- Must be proficient with figures and basic calculations
- A basic understanding or instinct towards customer needs is required
- A good understanding of basic marketing methods is also required, along with a knowledge of media within the club's locality
- An ability to plan daily structures in order to maximise the ideal selling times and to maintain a weekly action plan is necessary
- A good knowledge of the locality surrounding the club, both residential and commercial, will be invaluable in this role

#### **Personal Attributes:**

- Good communicator with a healthy competitive team spirit
- Optimistic and enthusiastic personality
- Confident
- Self starter who consistently takes the initiative in problem solving
- Committed and loyal
- Able to read situations and people quickly
- Well organised
- Good attention to detail and follow-up
- An impressive professional attitude and presentation at all times.