



CORPORATE SALES MANAGER

JOIN THE TEAM OF AN AWARD WINNING INTERACTIVE RETAIL COMPANY!

Company Description

Make Meaning is a world class entertainment destination that brings guests of all ages together to have fun and be creative. Our unique brand of entertainment is delivered through an unexpected and unconventional high quality experience that inspires, surprises and delights. Our store employees create meaningful experiences for our guests during corporate events by guiding them through the creative process of completing various types of crafts projects such as: cake decorating, glass, ceramics, paper, candle & soap making.

We are currently hiring a Corporate Sales Manager position that provides a unique ground floor opportunity to participate in the growth and success of a very exciting business as it develops into a national brand. This job contributes to Make Meaning's success by selling Corporate Events for our various stores. This is a 50/50 Inside/Outside sales position. You will be working in a fast paced retail environment where you will be selling a unique brand of high quality entertainment that inspires, surprises and delights. Our culture promotes learning, growth and fun.

Job Summary and Mission

Under the direct and indirect supervision of the Director of Sales, the Corporate Sales Manager is responsible for any/all business related to event sales related to companies of all sizes. Specifically, the Corporate Sales Manager is responsible for maintaining and generating new revenue from small, medium and large businesses within the United States by pursuing and closing new, repeat and additional corporate customer sales.

This includes lead generation and prospecting for new leads; contacting leads and prospects by phone and email; providing prompt and efficient sales proposals to corporate customers via outbound and inbound calls and emails; gathering market and customer information and documenting CRM and back office databases thoroughly. The Corporate Sales Manager must perform any of the above tasks simultaneously at any given time, as well as perform other job related duties as assigned.

Summary of Key Responsibilities:

Sales:

- Convert any/all incoming sales calls to a closed sale. (Inside sales)
- Build relationships with corporate leads and business prospects and contacts. (Outside Sales)

- Maintain relationships with Guests in order to generate additional and future business.
- Adhere to any/all temporary and or permanent sales initiatives/programs set forth by management or the marketing department.
- Maintain accurate and current sales records and Guest information.
- Promptly respond to any/all sales related inquiries.
- Required to make 75 calls per day.
- Must meet weekly sales quotas.

Database Maintenance, Research and Reporting:

- Accurately enter and/or update any lead, prospect, contact and Guest interactions in Salesforce
- Develop and maintain accurate market, corporate Guest and product offering/Experience knowledge.
- Gather and update lead, prospect, contact and Guest account information through research and management of client information resources.
- Accurately maintain any and all associated and assigned logs and or reports. This includes daily corporate lead tracker, or weekly completed and forecast monthly sales report being sent to the Director of Sales.
- Must send daily productivity report (corporate Lead Tracking, or Monthly Completed and Forecast Sales Report weekly) to the Director of Sales.

Scope & Direct Marketing Guidelines:

You will split your time interacting over the phone with Prospects, Contacts and Guests, developing custom proposals and holding in-person meetings and walk throughs of the stores. This position works closely with the stores and Make Meaning leadership.

You will continuously prospect for new corporate business – which may require as many as 100 outbound calls per day to build a portfolio of clients. Once a client base is developed, you will follow up with your Guests proactively to maintain a business relationship and to uncover and identify new sales opportunities by up selling or obtaining referral business.

Required Knowledge, Skills and Abilities

- Possess a minimum of 3 years + of prior direct sales experience
- Possess, at a minimum, a high school diploma, some college preferred
- Be proficient with Microsoft Office Suite
- Salesforce experience is a plus
- Resourceful using the Internet for prospecting
- Excellent phone, written, interpersonal skills, written and verbal communication
- Excellent negotiation skills, including the art of persuasion using creativity
- Strong networking, prospecting and executive selling skills
- Strong presentation and follow-up and follow through skills
- Strong organizational and project management skills
- Build and maintain relationships
- Ability to work independently as well as part of a team
- Document Lead, Prospect, Contact and Customer interactions in Salesforce
- Compensation commensurate with experience, base salary, and bonus (based on performance)
- Competitive benefits package

To Apply please visit our website at: www.makemeaning.com/careers or email cover letter with salary requirements to hr@makemeaning.com