Reporting directly to the Operations Director, the Sales Manager is responsible for promoting the mission and message of Manners of the Heart and procuring sales for Manners of the Heart training programs, products, services, and speaking events.

SALES MANAGER ROLES AND RESPONSIBILITIES

Sales/Promotions

I. Promote the mission and message of Manners of the Heart
   a. Procure sales of Manners of the Heart training programs, products, services and speaking events
   b. Act as champion for Manners of the Heart products and services by contacting schools and organizations

II. Establish meetings with potential new schools to discuss Manners of the Heart program and product offerings using designated marketing materials, sales scripts and talking points

III. Assist with potential new school meetings as necessary

IV. Use effective follow up after meetings (i.e., thank you notes, telephone, email)

V. Implement the sales plan and responsible for the achievement of goals

Reporting

I. Assist in establishment of the sales plan and goals

II. Responsible for weekly report of sales activity and progress

III. Use in-house CRM program for regular reporting

Management

I. Oversee Ambassadors’ execution of the sales plan, customer service, and reporting

II. Oversight of communication and proposals to new schools from Operations

III. Convey new program, curriculum and product offerings to clients

IV. Make recommendations to Manners of the Heart in regards to improving sales materials and presentations