

Dayton Memorial Park Cemetery and Mausoleum

Position Title: Family Advisor		Department: Sales	
Salary Range: Weekly stipend plus Commission	FLSA Status: Exempt	Prepared by: Mark Davis	
Reports to: General Manager		Approved by: Board of Trustees	Approval Date:

Position Purpose: The Family Advisor reports to the General Manager and is responsible for serving client families by making at need cemetery arrangements and selling pre-need property, products and services. The Family Advisor plays an essential role in generating revenue and increasing market share for the Cemetery. The success of this position relies on exceptional relationship building skills, as the FA is often the “face of the Cemetery” within the professional field and the community at-large.

Key Responsibility: Sales Activities and Lead Generation

Specific Duties:

- Ensures that personal sales quotas are achieved per budgeted projections.
- Promotes sales activities and periodic special promotions.
- Ensures all sales-related paperwork is accurately completed in a timely manner and is entered into the Legacy Mark software system.
- Creates and delivers audience-specific sales presentations.
- Provides input regarding property and merchandise selection and pricing.
- Maintains outside sales areas through coordination with monument vendor and grounds crew.
- Makes every effort to attend the funeral of your clients
- Coordinates with the field staff to assure every burial, installation and service meets the highest possible standards.
- Creates prospect and referral lists and follows-up with letters, emails, phone calls, appointments, etc.
- Demonstrates initiative, commitment and credibility and acts consistently with stated policies and practices.
- Relates appropriately with families of the deceased and treats them with empathy and respect.
- Provides the highest and most respectful level of care by completing all aspects of the arrangement- before, during and after.
- Focuses on customer satisfaction at the highest level and addresses customer concerns and requests.
- Creates drawings of family memorials suitable for deliver to the monument vendor with specific attention to input/feedback from the family being served.
- Collaborates with General Manager to promote the Cemetery through events and special promotions; publicizes the same through website, social media, newspapers, flyers, etc.

Key Responsibility: Relationship Building

Specific Duties:

- Represents the Cemetery and enhances community and civic relationships through memberships and engagement in Community organizations.
- Consistently builds long-lasting relationships in a professional caring manner through community involvement and collaboration.
- Develops and maintains cooperative relationships with funeral homes and funeral directors.

- Develops and maintains a network of relationships with individuals and contacts that might be helpful in achieving work-related goals.

Key Responsibility: Administration

Specific Duties:

- Collaborates with General Manager to prepare and monitor annual sales and marketing budget.
- In cooperation with General Manager, creates Yearly Sales Plan.

Position Qualification Requirements:

Education and Work Experience

Minimum of High School Diploma or GED with 5-7 years of Sales experience in a related or similar industry OR any equivalent combination of education and experience.

Knowledge and Skills

- Thorough knowledge of cemetery practices and procedures preferred, but will consider a candidate that has other sales experience.
- Time management and organizational skills
- Outstanding verbal and written communication skills
- Creative, outgoing, energetic and detail-oriented
- Incredible relationship-building abilities.
- High level of integrity
- Ability to work well in a team, as well as independently
- Dedicated to sales goals
- Adaptable and flexible in the face of ambiguity or uncertainty
- Communicates effectively and projects a positive, knowledgeable image.
- Ability to create and deliver effective presentations.
- Works cooperatively with individuals from different cultural backgrounds.
- Strives always for customer satisfaction.
- Competency in Microsoft Office – Excel, Word, Outlook, etc.
- Willingly works evenings and Saturdays if necessary to serve the customer better and meet monthly sales goals.

Physical Demands

- Routinely, **standing and walking** about the office and grounds is essential to performing daily routines.
- **Repetitive arm, hand and finger movements** data entry and manual tasks are essential in performance of the position.
- **Driving** is required – company van or golf carts.
- Frequent use of **hand-held** objects such as telephones, pens, calculators and staplers are essential to performing daily routines.
- **Operation** of computers, printers, and copiers are essential to performing daily routines.
- **Lifting, stretching, twisting or climbing** are significant components of the job.
- **Bending, squatting and crouching** are occasionally required.

This job description in no way states or implies that these are the only duties to be performed by the employee. Employees will be expected to follow any other job-related instructions and to perform any other job-related duties requested by any person with authority to give instructions or assignments.