

InspireAll

Job Specification

<u>Job Title:</u>	Customer Advisor (Membership Sales)
<u>Location:</u>	InspireAll
<u>Responsible To:</u>	Programme Manager
<u>Responsible For:</u>	No One

General Description

To generate and retain all Fitness, Spa and Swim memberships following InspireAll's sales systems and procedures, creating customer interest through initiatives and the achievement of daily Key Performance Indicators (KPI's) and converting new and existing customers into members.

Mission Statement

To promote and develop health, wellbeing and more active lifestyles within the communities we serve

Aim

Our aim is to help individuals and communities LIVE active, healthy, happy and fulfilled lives.

Our Values

- ✓ **Listen** - we will proactively listen to our customers utilising their feedback.
- ✓ **Improve** – we continually look to improve the services we offer, embracing new opportunities, challenges and ideas.
- ✓ **Value** – we will offer affordable, value for money services to all our customers.
- ✓ **Encourage** – we will encourage individuals and groups to fulfil their potential and ambitions.

Specific Duties

1. To be responsible for meeting the closing rate / income / new member targets and monitoring own performance using site generated statistics
2. To complete sufficient outreach under the guidance of the Programme Manager and in turn aid co-ordination and implementation of site / central promotions
3. To complete all daily administration in accordance with the sales system. Ensure all statistics are correctly completed and all information is recorded accurately for review by the Programme Manager / Facility Manager
4. To attend weekly sales meetings with the Programme Manager / Facility Manager to review the previous weeks performance
5. To actively assist in the development of corporate business under the Programme Manager's guidance.

Business Duties

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Sales

1. Must sign up to and accept responsibility for the delivery of all aspect of InspireAll's Sales Procedure.
2. To operate to InspireAll's Sales Procedure and systems and carry out tours of the site with prospective customers.
3. To achieve weekly sales targets set by the Sales Manager / Facility Manager.
4. To achieve daily Key Performance Indicators (KPI's) to assist in the essential achievement of financial targets.

KPI expectations should be achieved in line with the following:

Self-generated Section:

	Target
Inreach - Total number of leads generated	10
Average munities of inreach	30 minutes
Outreach – Total number of leads generated	5
Average munities of outreach	30 minutes
Outgoing telephone calls (spoken to)	25
Appointments Made	40%
Appointments Showed	60%
Tours to sale	70%

Incoming Enquiries

	Target
Appointments Made	60%
Appointments Showed	75%
Tours to sale	80%

5. To be responsible for approaching local businesses and actively generating and retaining corporate sales and business through regular contact and visits.
6. To carry out regular outreach campaigns and events to promote the InspireAll membership range and generate new sales opportunities.
7. To know about and actively sell all facilities and their associated activities within the Centre.
8. To ensure that all corporate promotions are actively followed up and are used to further increase sales and lead generation thereby improving monthly membership income.
9. To make regular contacts with the members and prospective members via telephone or in writing as per the sales system to monitor customer satisfaction and improve retention.
10. To actively seek customer comments regarding all aspects of the Centre's service and feedback to the relevant department for any appropriate action to be taken.
11. To actively promote the benefits of the member reward scheme by referring a friend, to increase lead generation and potential sales.
12. To provide on the job support and advice to new sales colleagues in InspireAll's sales systems and all Operational Procedures as appropriate.

13. To assist with any other activities relevant to the post as requested by the Facility Manager

Personal Specification for Membership Sales Advisor

Skills, Knowledge and Experience

Essential:

Achieving daily, weekly and monthly sales targets and Key Performance Indicators is critical to the post and must be obtained and maintained throughout employment with InspireAll. Failure to sustain job specific criteria will result in appropriate action

1. Must achieve and maintain a 'pass' with respect to any InspireAll course for Membership Sales Advisor on the Sales Processes and Procedures, Customer Care and Information.
2. Experience of sales, preferably in a leisure or health and fitness related field
3. Excellent communication skills
4. Achieve monthly sales targets and KPIs
5. Proven ability to plan, organise a full programme of work, working on own initiative
6. A high level of numeracy in maths equivalent to GCSE level
7. Experience in data inputting.
8. Proven high standards in customer care and service delivery
9. Friendly, outgoing personality

Desirable:

1. Hold recognised sales qualification
2. Sound educational background to include a high standard of written / spoken English equivalent to A level standard
3. Experience in health club sales
4. Administration experience

Complexity and Creativity

1. The post holder must be a producer of ideas for sales initiatives and be able to implement such ideas. He/she must be able to convert a high level of appointments into sales.
2. The post holder will be responsible for achieving all targets set and so therefore must be capable of implementing and monitoring these
3. Must be analytical in terms of financial information, attendance figures, customer feedback and retention analysis
4. Must have excellent organisational and presentation skills, as well as being opportunistic, with the ability to think quickly and maximise income opportunities

Judgements and Decisions

1. The post holder will play a key role in establishing the InspireAll Centres in an already competitive market.
2. The post holder will liaise with potential new members and companies with the ultimate aim being to convert these into membership sales
3. The post holder will work in conjunction with other managers in particular co-ordinating a range of sales initiatives in order to meet sales targets
4. The failure of any of the above may have a serious impact on the image of InspireAll and the ability of the centres to meet financial targets.

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<u>Contacts:</u>	Internal – 30% External – 70%
Method:	Face to face, by telephone, by e-mail, and in writing
Internal:	30%
Management Team:	Daily liaison with the Sales Manager and Facility Manager informing them of sales activity and member feedback. There will also be a need to communicate regularly with other members of the central management team, other site management and other company customer advisors
All other staff:	Influencing centre staff on the importance of good communication and customer care, informing all staff of sales initiatives.
H/O staff:	Making enquiries and informing over sales activity
External:	70%
Centre Members:	Informing and influencing both present and prospective customers through sales activity. Effective evaluation of needs when selling the centre
New Prospects:	Actively following up on any leads and dealing with enquiries which may be generated. To influence these potential new members in coming to view the facilities on offer and ultimately sell them a membership
Annual Members:	Deal with enquiries by telephone, letter, e-mail and face to face, to include monthly contacts as per the sales system.

Special Features

The ability to be flexible, given the nature of the job, and to cope with high pressurised work and demanding high membership sales targets. The achievement of the monthly and annual sales targets is critical to the success of the centre and as Customer Advisor you will need to achieve all of the performance targets in the sales process.

Other factors affecting the post of Customer Advisor (Membership Sales)

1.	Hours of Work:	39 hours per week												
2.	Grade:	3												
3.	Salary:													
4.	Notice Period:	As detailed in the Statement of Particulars												
5.	Holiday Entitlement:	<p>Annual Leave entitlement is based on service and is as for full time employees (39 hours per week), working a five day week and includes the 8 bank holidays at present legislated for each calendar year.</p> <p>All staff are required to allocate all bank holidays as part of their annual leave entitlement, but other days may become mandatory for operational reasons.</p> <p>Annual leave entitlement at present is:</p> <table> <tr> <td>On commencement with HL</td> <td>29 days</td> </tr> <tr> <td>After 1 year continuous service with HL</td> <td>30 days</td> </tr> <tr> <td>After 2 years continuous service with HL</td> <td>31 days</td> </tr> <tr> <td>After 3 years continuous service with HL</td> <td>32 days</td> </tr> <tr> <td>After 4 years continuous service with HL</td> <td>33 days</td> </tr> <tr> <td>After 5 years continuous service with HL</td> <td>34 days</td> </tr> </table>	On commencement with HL	29 days	After 1 year continuous service with HL	30 days	After 2 years continuous service with HL	31 days	After 3 years continuous service with HL	32 days	After 4 years continuous service with HL	33 days	After 5 years continuous service with HL	34 days
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After 5 years continuous service with HL	34 days													
6.	Pensions choice:	Options are:												
		<p>(i) Workplace Pensions Reform requires InspireAll to automatically enrol all employees who are aged between 22 and State Pension age, and earning above £10,000 a year into their Qualifying Workplace Pension Scheme. InspireAll's Qualifying Workplace Pension Scheme is a Group Stakeholder Pension Scheme provided by Friends Life. Employees who qualify for automatic enrolment will be joined into the Scheme on completion of one month's service. Other staff may join voluntarily at any time.</p> <p>Employees are required to contribute 5% of their Qualifying Earnings (earnings between £5,772 and £41,865 per annum) and InspireAll will also contribute 3% of Qualifying Earnings on their behalf. Employees can elect to opt out of the Scheme at any time and if they do so within 30 days of joining, any contribution deducted from salary will be refunded.</p> <p>Further information regarding the InspireAll Qualifying Workplace Pension Scheme will be forwarded to you within one month of joining service.</p>												
		(ii) The purchase of a personal pension.												
7.	Location:	Relevant Centre, however the post holder will be expected to work in any facility managed by InspireAll.												
8.	The Rehabilitation of Offenders Act 1974:	This post is exempt from The Rehabilitation of Offenders Act 1974 therefore the post holder will be subject to an enhanced DBS check.												
9.	Other Duties:	The other duties shown are those currently operative, but the post holder may be required to undertake any other associated duties reasonable and compatible with his / her grading, competence and qualification												
10.	Leisure Benefits:	Free use of leisure facilities is available to the post holder, subject to booking conditions. Please contact your Line Manager for details.												