



Job Description

Position: Director of Sales
Location: Based at the Pastoral Center with weekly location site visit
Position Status: Full Time
Schedule: Monday thru Friday 8:30am – 4:30pm, plus occasional evenings and weekend work may be required; must be available on call if needed
Category: Exempt
Compensation: \$150,000 annually plus bonus potential

SUPERVISOR: CEO or other manager as may be assigned

JOB SUMMARY: CFCS employees represent the Diocese of Sacramento and are expected to conduct themselves according to the goals and mission of the Catholic Church in performing their work. Employee must be committed to achieving the goals and objectives of CFCS. This includes creating a strategy; designing, building, and implementing tactics to maximize Pre-Need Funeral, Pre-Need Cemetery and At-Need Cemetery sales goals while balancing our Corporal and Spiritual Works Burying the Dead and Comforting the Sorrowful, respectively.

Other duties include leading sales managers, assisting Family Service Advisors and supporting families when necessary. To be successful, Candidate must work in conjunction with Clergy, Funeral Team, Outreach, Grounds, Accounting and Finance and most importantly, families. Candidate must know how to build relationships internally and externally and deliver outstanding customer experiences.

ESSENTIAL FUNCTIONS:

1. Develop and hire when necessary outstanding talent that knows and follows the teachings of the Catholic Church.
2. Lead, train and develop Sales Managers and their direct reports including Family Service Advisors and support personnel.
3. Prepare and adjust pricing as necessary, including short- and long-term programs.
4. Manage inventory so each location maintains has enough inventory available and offers multiple sales landing opportunities so all families can be served to their satisfaction.
5. Develop monthly, quarterly, and annual sales targets for Pre-Need Funeral, Pre-Need Cemetery and At-Need Cemetery which include developing action plans and tracking activity.
6. Ensure that sales goals are achieved through responsible management of all leads and inquiries, sales activity, and sales results.
7. Create and maintain high standards of ethics, quality and service in all areas impacted by sales.

8. Create a productive environment with consistent supervision, development and motivation as needed.
9. Direct regular sales training meetings which include, but are not limited to sales techniques, product knowledge, our Catholic Rights for funeral and cemetery services, address new policies, reinforce existing policies, role playing and share sales goals.
10. Ensure compliance with all legal requirements, company policies and procedures, and Church directives related to cemetery and funeral services.
11. Create and assist in employee improvement plans, when necessary, which may include personalized training, mentoring, and coaching for direct reports as needed.
12. Responsible for recruiting, hiring, training and development of sales managers; plus, oversee the recruiting, hiring, and training of Family Service Advisors and support staff as needed.
13. Responsible for Family Service Advisors and their performance at All Souls Cemetery & Funeral Home in Vallejo, CA.
14. Visit main locations weekly, secondary locations monthly.
15. Perform other related duties as may be assigned.

MINIMUM QUALIFICATIONS:

Minimum Qualifications:

1. Minimum of three (3) years of successful sales and two (2) years of successful sales management including documented successful track record.
2. Must hold a valid California Driver's License and vehicle for travel to various locations.
3. Catholic in good standing.

Education and Experience:

1. Bachelor's degree and/or equivalent in experience in business or sales management. 3-5 years of applicable experience or equivalent required.
2. History of positive leadership, good judgement, and management skills.
3. Track record of successful recruitment, hiring, training and development of talent. Mentoring successes are a plus.
4. Successful record of meeting and exceeding sales goals.
5. Understand the sales cycle and knowledge to advance families and Family Service Advisors in advancing thru the sales cycle.
6. Experience in customer service and conflict resolution.
7. A combination of education and experience to provide the necessary skills and knowledge to succeed.

Skills and Knowledge:

1. Motivated and a self-starter.
2. Excellent oral, written and presentation skills.
3. Strong motivator with great training skills.

4. Understanding of modern office methods and procedure including Words, Excel, and other software programs.
5. Experienced user of software programs for account management, pricing, inventory controls, and more.
6. Willingness and ability to travel daily to various locations and be on site.
7. Occasional evening and weekend work required.

Physical Skills and Environment:

1. Long periods of sitting, standing and/or walking.
2. Ability to lift and move up to 10 pounds and occasionally lifting to 20 pounds.
3. Reach up above shoulder level to cabinets 5 feet high or crouch to retrieve documents and/or materials.

I have read, understand, and agree to the job description and I understand that the knowledge, skills, abilities and assigned responsibilities listed are conditions of employment with Catholic Funeral & Cemetery Services of the Diocese of Sacramento, Inc. Additionally, candidate understands that the job description may change or be altered at any time and may not include all job responsibilities.