

# Sales Career Path

## **Sales Associate**

- Manage the flow of incoming and outgoing telephone calls
- Schedule appointments
- Greet customers
- Sell apartment community to potential customers
- Consistently meet monthly objectives
- Attain resident retention objectives with appropriate rate increases
- Complete the required paperwork
- Conduct effective credit underwriting
- Assist in the successful operation of the community
- Prior sales experience is not required, but may be helpful

## **Senior Sales Associate**

- Successful sales background for a minimum of 2 years, or 1 year as a successful Sales Associate with The Connor Group
- Control the flow of incoming and outgoing phone calls
- Schedule appointments, greet customers, show apartments
- Consistently meet monthly objectives
- Implement and maintain the resident retention program at the levels required, including appropriate rate increases
- Create and/or maintain an effective market plan & competition analysis system
- Conduct effective credit underwriting

## **Sales Manager**

- A minimum of 2 years with top 10% performance as a Senior Sales Associate, a Profit Center Manager or a combination of both
- Consistently meet monthly objectives
- Implement and maintain the resident retention program at the levels required, including appropriate rate increases
- Create and/or maintain an effective market plan & competition analysis system
- Complete effective credit underwriting per company standards
- Supervise the activities of additional sales staff
- Implement sales system at new acquisitions
- Train or assist in the training of new people