



SALES ASSOCIATE

Location(s): Alpharetta
Position Type: Full-time | Salary + Incentive Pay
Reports to: General Manager

WHAT WE DO

At Roam, hospitality meets functionality. Roam exists for a workforce on the move. We offer flexible month-to-month co-working memberships and provide unique and innovative meeting solutions for small business owners and Fortune 500s. We're on a mission to build an invested community by creating environments where people can focus, collaborate, learn, and socialize.

WHO WE ARE

Vision: At Roam, we believe the best in each other, want the best for each other and expect the best from each other. We select and invest in servant-leaders who are passionate about hospitality and desire to be a part of something bigger: *renewing and inspiring the way the world does business by partnering in the stories of accomplished dreams.*

Values: See how our values are lived out at meetatroam.com/careers

- **Energy**
- **Personalized Service**
- **Inspiration**
- **Innovation**
- **Generosity**

WHO WE'RE LOOKING FOR

Roam is seeking an energetic and enthusiastic Sales Associate who is looking to establish their career at a purpose-driven company. This person will be the key driving force in selling our large meeting spaces to corporate clients in the Alpharetta market, while partnering with the Alpharetta team to execute an excellent hospitality experience. To be successful in this role, the Sales Associate will work alongside the General Manager to create and implement a unique sales strategy to grow meeting room sales by: generating leads, converting sales, and fostering repeat business. He/ she will market to the local community through external engagement opportunities, events and public relations efforts.

The ideal Sales Associate is a natural networker and self-starter, constantly seeking out opportunities to connect with others while driving for results and tackling responsibilities with ambition and passion. He/she is a team player motivated by Roam's hospitality brand, culture, and innovative offerings. And, finally, he/she is a growth-minded learner who is constantly striving to improve themselves and create value for their team and the organization, while accommodating and managing the needs of our clients with genuine hospitality.

RESPONSIBILITIES

Lead Generation

- Develop a keen understanding of Roam's value proposition and our complete set of offerings.
- Partner with the General Manager to execute the local field marketing strategy.
- Drive large meeting room sales through the creation of lead-generating programming and messaging while also continuing to develop the value of existing clients to actively retain repeat meetings.
- Attend events and networking socials, organizing meetings with potential partners and/or meeting planners and participating in other community or industry events on a weekly basis.
- Capture and synthesize all relevant data points that emerge from daily responsibilities using Salesforce.

Business Development

- Lead conversion
- Partner with Inside Sales to ensure the closing of incoming meeting room requests.
- Execute sales training to effectively move client through the Roam sales cycle.
- Further relationships by facilitating community amongst meeting planners.
- Develop trust/relationships with customers in the marketplace so that they view Roam as a trusted partner for their offsite meeting needs.
- Develop content/ideas for educating/enhancing the skills of meeting planners and how to make them successful.

Account Management

- Collaborate with the General Manager to research and develop an understanding of target market segments.
- Foster current account relationships for meeting agreement renewals.
- Use Salesforce to maintain relationships through consistent follow up.

EXPERIENCE & REQUIREMENTS

- Bachelor's degree in business, marketing, or hospitality is preferred, but not required.
- Minimum of 1-3 years of experience in sales, specifically in generating and converting leads.
- Experience selling in hospitality, real-estate, catering, and/or meeting and events industries are preferred.
- Proficient in the use of Salesforce/ ability to quickly learn new CRM systems.
- Excellent communication (written and verbal), networking, and interpersonal skills.
- Master of time-management.

Working for Roam provides the opportunity to influence a new hospitality brand in the the cutting-edge co-working industry, as we plan to expand nationally.

Interested? Please apply via our Career Page: meetatroom.com/careers.
We look forward to hearing from you!