

Director of Sales - Serendipity Labs Dallas HALL Arts

The Director of Sales will be responsible for achieving financial targets related to membership sales, meeting and event bookings and additional services.

Serendipity Labs is coming to KPMG Plaza at HALL Arts in the heart of the Dallas Arts District. Worth Coworking, LLC will operate the nearly 30,000sf upscale coworking location.

Exceptional views abound from the 17th floor of Downtown Dallas, Dallas Arts District, Klyde Warren Park, Deep Ellum and beyond. Team rooms, private offices, viz studios, lab cafes and work lounges make up the 17th floor. The 1st floor will front the HALL Texas Sculpture Walk with a lab cafe, work lounge and "ideation studio" that will be flexible for day-time and evening events.

Candidates should have solid Dallas connections. Ideally candidates will have membership sales experience with a track record of measurable success.

Serendipity Labs was founded with a singular vision: to provide premium, members-only workplaces with high performance meeting facilities at corporate standards. Serendipity Labs' mission is to build a network of inspirational workplaces, to enhance the quality of worklife of our members and their guests.

This Lab is operated by Worth Coworking, LLC.

Benefits include:

- Base salary + Commission
- Flexible hours in a professional environment.
- Paid vacation and holidays
- Dedicated training and support

Essential Duties & Responsibilities:

- Responsible for achieving financial targets related to memberships, additional services and meeting room and event space bookings
- Respond to all leads and opportunities with interest in all of our products and services
- Use our consultative approach to provide the best solution for prospective members
- Conduct tours for prospective members
- Ensure agreements and documents are complete and accurate
- Provide lab manager with required material for monthly report
- Represent lab at networking/community events

Sales & Marketing

- Have an excellent knowledge of your local market, your lab, local amenities, availability, pricing and services offered
- Understand the Serendipity Lab brand and portfolio
- Enhance existing community relationships while fostering new relationship with brokerage firms, local Residential/Commercial Real Estate Agents, local Merchants and other referral sources.

Competencies:

- Ability to communicate and work with Lab Manager and Worth Coworking, LLC.
- Input all leads to CRM (SalesForce) and create follow up task
- Understand the qualifying process and timing for converting a lead through various stages
- Generate basic reports to check on lead status
- Create and use templates to send emails, membership agreements and follow ups
- Create and amend membership agreements
- Conduct Experience tours for potential members
- Ensure all literature that reflects pricing is current
- Guarantee team members understand member service requirements in advance
- Finalize details and prepare membership agreements based on member requirements and follow up until closed
- Assure membership agreement has been signed and payment has been made by new members prior to allowing them access to the lab
- Ensure renewals are processed and new rates updated where necessary
- Attend local events through affiliations and networking groups to enhance business opportunities and create brand awareness
- Research local competition to ensure competitive and achievable membership rates

Essential Knowledge, Skills & Abilities:

- Minimum 2 years' experience in a position relating to sales and marketing with an emphasis on quota based sales and reporting preferred.
- Proven sales skills
- Excellent communication skills
- Bachelor's Degree level or higher preferred
- High standard of customer service
- Excellent organizational skills
- Ability to work under pressure and demonstrate flexibility
- Ability to work with potential members as a consultant vs. salesperson
- Good IT knowledge a plus, but not required.
- Ability to compose a professional email
- See work that needs to be done and do it without being asked

Job Type: Full-time

Required experience:

- Commissioned Sales: 2 years