



**Position:** Sales Manager

**Location:** St. Mary Cemetery & Funeral Center or as may be assigned

**Category:** Exempt

**Full Time:** M-F 8:30a – 5p (weekend and evenings)

**Job Summary:**

Sales Manager must be committed to meeting and surpassing the goals and objectives of Catholic Funeral and Cemetery Services of the Diocese of Sacramento (CFCS). Under the general direction of the CEO (or other manager as may be assigned), the Sales Manager is a hands-on leadership position. The Sales Manager is required to plan, organize, coordinate, and manage pre-need sales of funeral and cemetery services, at-need cemetery services. Sales Manager must join family meetings; provide feedback and coaching guidance and hold weekly training meetings which include staff role playing.

Additionally, this position will assist with the creation of new sales and pricing strategies. Plus, they are tasked with hiring, retaining, training and when necessary, terminating employees as performance dictates.

The Sales Manager assists in supporting the harmonious interaction between the sales, funeral, and cemetery personnel, as well as forging strong, lasting relationships within their local community and clergy in a manner that delivers exceptional experiences to the families being serviced by CFCS.

**Essential Functions:**

Sales Manager is responsible for working closely with the CEO and Outreach department in establishing and promoting sales initiatives and programs to effectively increase sales, revenues, and market share.

**Duties included but are not limited to:**

- Plan, schedule and supervise the personnel and sales functions of the assigned location(s).
- Meet with families
- Manage inventory and make pricing recommendations
- Recruit, select, train, mentor and evaluate the performance of location sales staff and provide support to location administrative and grounds staff.
- Provide ongoing weekly coaching and training to the entire team.
- Develop, recommend, and implement short and long-range plans to improve the efficiency and effectiveness of local sales efforts.
- Review and approve sales contracts Daily
- Analyze data to establish reasonable and realistic sales goals.



**CATHOLIC FUNERAL  
& CEMETERY SERVICES**  
OF THE DIOCESE OF SACRAMENTO

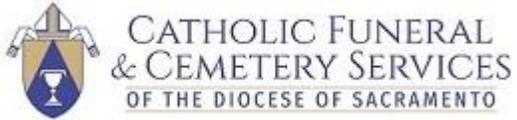
- Attend Diocesan or community events to promote funeral centers, funeral services and cemetery services.
- Advise customers and families on technical or procedural issues.
- Resolve customer issues and elevate to the appropriate level if necessary.
- Ensure availability for specific burial rites prior to sale.
- Ensure compliance with all legal requirements, company policies and procedures and Church directives related to cemetery and funeral services.
- Make hiring and termination recommendations.
- Perform other related duties as assigned.

**Knowledge, Skills and Abilities:**

- Ability to manage and produce results in large or multi-facility operations.
- Ability to build relationships and communicate effectively within all levels of the organization, with pre-need customers, at-need families, parishes and the public.
- Ability to prioritize competing demands of routine duties and assigned projects and programs.
- Ability to develop and monitor sales budgets and financial statements.
- Ability and knowledge to use information technology tools such as computers and applicable software applications (e.g. Microsoft Office Suite), networks, telecommunications and general back-office support technologies.
- Skill and ability to recruit, hire, supervise, delegate, discipline and mentor staff.
- Ability to work in stressful situations, under deadlines and with multiple demands.
- Understanding of the Catholic Rites of Christian Funeral and Christian Burial services.
- Ability to problem solve.
- Deliver sales results and expense controls.
- High level understanding of all competitors and demographic patterns influencing business and market share.
- Possesses excellent written and oral communication skills as well as excellent interpersonal skills.

**Education, Experience and Licensing:**

- Bachelor Science (B.S.) degree in business administration, marketing, or a related field.  
(A minimum of five (5) years of qualified industry management experience may be considered a substitute for a degree)
- Minimum three (3) years of experience involving customer service, sales and/or marketing. Two (2) of which in the cemetery or funeral service industry is preferred.
- Minimum two (2) years of experience supervising a sales team is preferred.
- A valid California Class C driver's license is required at the time of appointment and for the duration of employment. (An employee moving to California must obtain a California driver's license within the first 90 days of employment.)



**Special Conditions:**

- Periodic weekend and evening work is required.
- Must be available to participate in “on-call” duty.
- Must be able to work in all weather conditions.
- Ability to lift and move objects exerting up to 50 pounds of force.