



SONOMA COUNTY HOSPITALITY ASSOCIATION

Now Hiring!- Membership Sales Consultant (Independent Contractor)

Position: Membership Sales Consultant (Independent Contractor)

Pay: \$20 per hour (Maximum of 40 hours per month) + 10% commission on all new memberships + \$100 bonus for every 10 memberships

Location: Remote (Must be based in Sonoma County, CA)

Contract Duration: Month to Month to begin, with potential of position being ongoing, with periodic evaluations.

Position Overview:

The Membership Sales Consultant will play a crucial role in expanding the membership base of the SCHA. This independent contractor position involves proactive outreach to businesses and individuals in the hospitality sector, leveraging provided spreadsheets of past members, and employing various sales techniques to drive membership growth. The primary goal is to boost SCHA membership to 125+ members.

Responsibilities & Scope of Work

- Develop and manage a prospect spreadsheet including 2024 annual meeting attendees, past SCHA members, lodging establishments (hotels, motels, bed & breakfasts), top restaurants, top wineries, personal connections, and referrals from industry colleagues.
- Conduct cold calls, send emails, and use other communication methods to engage with potential members.
- Create and execute email campaigns with a compelling call to action to join SCHA.
- Maintain accurate records of all outreach efforts and communications in Google Spreadsheets.
- Meet reasonable sales goals set by the executive director and board.
- Report to the SCHA contract executive director on contacts made and progress, including bi-weekly 30-minute meetings.
- Collaborate with the executive director to refine outreach strategies and improve sales effectiveness.
- Attend SCHA Events as assigned.

Qualifications:

- Proven experience in membership sales, preferably within the hospitality industry.
- Strong communication and interpersonal skills, with the ability to engage potential members through cold calls and emails.
- Proficiency in using Google Spreadsheets for tracking and reporting purposes.
- Self-motivated and able to work independently to meet sales targets.
- Excellent organizational skills and attention to detail.

How to Apply:

Interested candidates should submit their resume and a brief cover letter outlining their relevant experience and approach to membership sales, applications should be sent to admin@sonomacountyhospitality.org