



# Sales Person Job Information Pack

Applications close 5pm Friday 18 August 2023  
Position commences September 2023

## Contact Details

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# What is in this information pack

We like to have fun at Dragonfly Dance, and not take things too seriously, but we do aim to offer excellent and professional service. In line with those two sides of the Dragonfly Dance coin, there are three parts to this job info pack.

## Part 1: About Dragonfly Dance

An overview of our vision, mission, values, and purpose.

## Part 2: Summary of the sales person role

A more informal description of the role that lets you know:

- who we are looking for
- what your role will involve
- what you might do in a typical day
- who we are
- signs this role is (or isn't) for you
- the skills you need to land this job, and
- how to apply.

## Part 3: Job description

A more formal document outlining

- responsibilities
- reporting relationships
- compensation and growth
- required experience and personal attributes, and
- key performance indicators.

# Part 1: About Dragonfly Dance

## Overview

Dragonfly Dance (formerly Move Through Life Dance Studio) is based in Everard Park, 10 minutes from the Adelaide CBD, and offers dance to adults of all ages at a variety of levels, from absolute beginner to advanced.

The dance styles we work in include ballet, contemporary, jazz, and tap. We have a beautiful, light filled, two-space studio with sprung floors, Tarkett, mirrors and barres

We offer dance classes, with a current program of 30+ classes per week, and operate two performing companies, with one dedicated to adults aged over 50 years.

We believe dance is an activity all adults should be able to enjoy throughout their lives, regardless of their age, level of fitness, or previous dance experience.

## Vision

A world where any adult who wants to can identify as a dancer, because they dance.

## Mission

To create opportunities for adult dancers to pursue and fulfil their dance dreams and aspirations.

## Purpose

To address the yearning to dance that many adults experience, and to do it in a way that makes them feel as if they have come home, as if they belong, as if dancing is a perfectly nature and legitimate thing for them to be doing. To encourage them to have dreams and aspirations and to support them in fulfilling them, and to help break down the barriers that keep them from dancing.

## Values

Belonging and connection  
Kindness and encouragement  
Acceptance/celebration of all bodies  
Fun, laughter and play  
Courage, imagination and creativity  
Joy, happiness and wellbeing

# Part 2: Summary of the sales role

## We're looking for someone:

- with experience in sales,
- who loves people and loves to sell, and
- who has a passion for making a positive difference to people's lives.

It would help if you love dance as well, although this is not essential.

## With this role you will:

- Get to have conversations with adults of different ages and backgrounds
- Have the chance to help bring the joy of dance into adults' lives
- Have the opportunity to grow with the role
- Be rewarded financially for increasing our revenue and profitability
- Have flexibility around the hours and location you work

## We are:

Dragonfly Dance is a dance studio that offers classes and performance opportunities for adult dancers. We teach include ballet, contemporary, jazz, and tap. We are based in Everard Park, just out of the Adelaide CBD in a beautiful, heritage-listed building that has two studio spaces, a warm-up area, reception, and plenty of space. We have a membership system for class payments.

## In a typical day you might:

- Have phone, zoom, or face-to-face conversations with leads and prospects
- Show prospects around the studio and help them work out what dance class and package suits them best
- Work with our online booking system to track prospect and client journeys
- Report on performance indicators
- Help people overcome their fear and make the commitment to do something wonderful for themselves.

## This job might be for you if you:

- Love people, and enjoy building relationships and connecting to people
- Love to sell, and see selling as helping people to make positive changes in their lives and find the best solution to suit them
- Want to have flexibility in your work
- Want a role you can grow
- Are able to both contribute to and follow existing procedures and sales scripts

## This job won't be for you if:

- You're looking for a job that you go to for a few hours or a day and then forget until the next week
- You are uncomfortable with rejection or negotiation
- You are not a self-starter or independent worker
- You don't like following procedures or scripts
- You see any kind of selling as a 'hard sell'

## To land this job, you need to:

- Have some sales experience
- Have good communication and interpersonal skills
- be able to use and learn new computing program
- be systematic and pay attention to detail
- be able to meet targets
- love people
- be self motivated
- have a great phone and in person manner

## To apply

Read through the Job Info Pack, then send us an email that includes your CV, as well as a covering letter that outlines why you'd like to join us, and what you have to offer, to [jo@dragonflydance.com.au](mailto:jo@dragonflydance.com.au).

If you want to chat before submitting an application, phone Jo on 0402 070 021.

Make sure you send your application through by 5pm (Adelaide Time) Friday 18 August 2023.

## Application process and timeline

The application process will include the written application and at least one interview. Below is the projected timeline.

Friday 18 August	Applications close
Wednesday 23 to Wednesday 30 August	Interviews
Friday 1 to Monday 4 September	Reference check and contract offer
Wednesday 6 to Friday 8 September	Induction and onboarding
Monday 11 September	Successful candidate starts work
Monday 11 December	3 month review

# Part 3: Sales Person job description

We are seeking a dedicated and motivated individual to join our team as a Sales Person. This role is an exciting opportunity to contribute to our company's growth and success. As a Sales Person, you will drive revenue through effective sales.

## Hours and Flexibility

The Sales Person role requires flexibility in terms of working hours. While we anticipate that the role will require a certain number of hours per month, it's important to note that the work may not always be structured in blocks of several hours. We understand that sales activities often demand adaptability and may occur at varying times throughout the month. Therefore, we value the ability to be flexible with scheduling and prioritise tasks accordingly.

## Remuneration and employment arrangements

The role is offered as a 'contract for service', also known as an independent contractor.

You will have your own ABN and will invoice Dragonfly Dance on a monthly or quarterly basis (to be negotiated). Dragonfly Dance will pay you in weekly instalments.

Your fee will be \$1,950 per month. It is expected that the role will take an average of 65 hours per month. There may be some weeks where you will work more than that, and others where you will work less, but the average weekly hours would be around 15.

## Compensation and Growth

The Sales Person position offers the potential for both increased workload and compensation over time. As your efforts generate more revenue and generate a higher number of inquiries, the workload may expand accordingly. We value your contributions and believe in recognising your achievements. Therefore, as you successfully drive sales and meet performance targets, there will be opportunities for increased compensation and career growth.

## Background

Dragonfly Dance is a dance studio that offers classes and performance opportunities for adult dancers. Our clients range in age from young to older adults, and they may be complete beginners, lifelong dancers, or returning dancers. The styles we teach include ballet, contemporary, jazz, and tap. We are based in Everard Park, South Australia, just out of the CBD in a beautiful, heritage-listed building that has two studio spaces, a warm-up area, reception, and plenty of space.

While we have some casual clients, the majority are on a membership package, which varies depending on how often the client wants to dance. Memberships start as a Silver membership (average of one class per week) up to Ultimate (unlimited). The memberships are pretty flexible to accommodate the lifestyles of adults, and are discounted compared to casual prices.

## Relationships

Report to the Director of Dance, Marketing, and Finance

Liaise with the Director of Client Relationships, Human Resource and Business Operations

Liaise with our teachers, clients, and prospects

## Responsibilities

### Lead qualification and conversion:

- Follow up leads and enquiries promptly, both via phone calls and email, to provide information, answer questions, and address concerns.
- Conduct Zoom or in-person conversations with potential clients to understand their needs, recommend suitable membership options, and guide them towards making a commitment.
- Conduct tours of the Dragonfly Dance venue during conversations, highlighting the studio's facilities and features to enhance the client's understanding and interest.
- Encourage potential clients to undertake a trial offer (eg two classes for the price of one) to experience the quality and benefits of Dragonfly Dance firsthand.
- Follow up with trial participants to gather feedback, address any concerns, and guide them towards becoming full-fledged members.

### Member engagement and retention:

- Maintain ongoing communication with existing and lapsed members to nurture relationships and re-engage their interest in our studio.
- Upsell existing clients to higher-value membership options, highlighting the benefits and additional perks they will receive.
- Cross-sell products such as online courses, instructional videos, and branded merchandise to enhance the client's dance experience.

### Data Tracking and Analysis:

- Monitor and analyse key metrics related to lead generation, conversion rates, member engagement, and sales performance.
- Monitor and report on performance metrics to help the business make data driven decision

## Experience

We are looking for someone with previous sales experience who loves to sell.

- desirable, but not necessary, to have some experience in dance and to have a passion for dance or related disciplines
- excellent follow-up skills and attention to detail to ensure timely and accurate communication.
- ability to meet sales targets and drive revenue growth.
- proficiency in using CRM software and digital marketing tools.
- ability to track and analyse data related to lead generation, conversion rates, and member engagement to optimize marketing and sales efforts.

## Personal attributes

- excellent communication skills - strong verbal and written communication skills, ability to articulate thoughts clearly, actively listen to customers, tailor message to the audience.
- persuasive and influential - ability to build rapport, present compelling arguments, and address objections effectively.
- empathy and customer focus: ability to understand customer pain points, ask probing questions, and provide tailored solutions.
- self-motivation and drive: self-motivated, driven by goals, and have a strong work ethic, and able to stay motivated even in the face of rejection or challenges.
- adaptability and resilience: able to adapt to changing situations and handle rejection without losing momentum, quickly adjust your approach, and view setbacks as opportunities for growth.
- product and industry knowledge: an understanding of dance studios or a related field so you can effectively communicate our value to customers.
- problem-solving skills: able to think on your feet, analyse situations, and come up with creative solutions to address customer concerns or objections.
- positive attitude and enthusiasm: enthusiastic, have a positive outlook, and a willingness to go the extra mile to satisfy customers.
- team player: can work well with others, share knowledge and best practices, and contribute positively to the overall team dynamic.
- integrity and ethics: high ethical standards, honesty, and integrity in your interactions with both customers and colleagues.

## Key performance indicators

- number of leads qualified and converted into members
- revenue from new members, upselling and cross selling
- re-engagement of lapsed members
- timely and accurate performance metric tracking and reporting