

Position Profile | Sales Director

Location: Okanagan & other BC locations

Reports to: Senior Leadership Team

To apply please express your interest via our form at: <https://theacepmg.com/careers/>

About Ace Project Marketing Group

At [Ace Project Marketing Group](#), we are driven by the belief that real estate truly matters. Our passion lies in creating meaningful relationships with our team, buyers, investors, and developer partners. As the fastest-growing real estate sales and marketing company in Western Canada, we are proud to be recognized for our commitment to people and the communities we serve. We look forward to welcoming a Sales Director who will embody our values and contribute to our ongoing success.

Position Overview

The Sales Director will initially lead and oversee a team of 15-20 Sales Advisors, primarily based in the Okanagan but also located across BC. This individual will play a key role in unifying and optimizing the sales strategy across various projects, ensuring consistency and cohesion while driving sales performance. With prior experience in pre-sale real estate, the Sales Director will mentor and guide their team, set clear goals, and work closely with the Project Directors and Leadership Team to develop and implement strategies.

Key Responsibilities

1. Leadership & Team Management

- Oversee, motivate, coach and mentor a team of Sales Advisors across multiple locations on a daily basis..
- Set clear performance goals and provide ongoing support to ensure team members achieve targets.
- Lead by example, offering guidance and expertise, particularly in pre-sale scenarios.

2. Strategy Development

- Conduct a thorough assessment of current sales processes, team capabilities, and market positioning across all Ace projects.
- Develop and implement a unified sales strategy in alignment with Ace's overall goals.
- Identify key performance indicators (KPIs) to measure and monitor sales effectiveness.
- Advising and liaising with business development leads to secure new projects

3. Sales Process Design & Implementation

- Standardize and manage sales processes, including lead generation, qualification, closing, and

post-sale follow-up.

- Collaborate with marketing to integrate sales efforts with lead generation and conversion activities.
- Implement and maintain CRM tools and technologies to enhance the sales process.

4. Training & Development

- Develop and implement training programs for Sales Advisors, focusing on new processes, tools, and sales techniques.
- Lead the development of training resources for projects and Sales Advisors for pre-launch and through launch after Disclosure Statements have been filed.
- Lead regular training sessions and performance reviews, ensuring continuous professional development.
- Foster a mentorship and peer-support culture within the sales teams.

5. Recruitment & Onboarding

- Assist in recruiting new Sales Advisors as needed and provide a seamless onboarding experience.
- Define role expectations and ensure new hires align with Ace's unified sales strategy and company values.

6. Performance Monitoring & Reporting

- Regularly track and report on sales performance, team progress, and KPIs to senior management.
- Identify areas for improvement and recommend strategic adjustments to the sales process.

7. Collaboration & Integration with Marketing

- Work closely with the marketing team to ensure the sales process aligns with and supports marketing initiatives.
- Develop joint sales and marketing efforts to maximize lead generation and client engagement.

8. Continuous Improvement

- Stay informed on industry trends and best practices, regularly refining the sales strategy to stay competitive.
- Encourage open communication and collaboration among the sales teams to ensure knowledge sharing and unity.

Qualifications

Proven experience in a leadership role, preferably as a Sales Director or Sales Manager in real estate sales and a Licenced Realtor or having been a Licenced Realtor in the past

Strong background in pre-sale real estate, with the ability to mentor and coach Sales Advisors.

Exceptional leadership and interpersonal skills, with the ability to motivate and inspire teams.

Proficiency in CRM tools and sales management software.

Excellent communication and presentation skills, both with internal teams and clients.

Strong strategic thinking and problem-solving abilities, with a focus on results and continuous improvement.

What We Offer

The opportunity to be part of a dynamic and growing team.

A collaborative and supportive work environment.

Competitive compensation and benefits package.

Professional growth opportunities within a fast-paced, innovative company.