**[](https://www.careadvantageinc.com/skilled-care-services/)**

**JOB DESCRIPTION**

**Home Care Specialist**

JOB SUMMARY:

Each Marketing representative will have a defined sales territory and will be responsible for cultivating new referral sources and maintaining relationships with the existing referral base. Performs direct marketing with physicians, hospital and discharge coordinators. Develops territory business plan for the development of new referral sources – growing top line revenue. Manages the sales process from prospecting to closure according to the set objectives in the territory business plan. Must be a self-starter with a proven ability to prioritize work and meeting or exceeding plan objectives.

RESPONSIBILITIES:

1. Call on physicians, hospital/skilled nursing facilities’ management, discharge planners, and case managers within an assigned territory to promote the sale of designated service lines.
2. Prioritize accounts in accordance with the market or territory sales plan. Maintain target lists and territory management systems records.
3. Prepare annual territory business plans for Supervisor or Manager’s review or approval. Implement business plans, prepare quarterly updates, and manage sales time/resources according to plan.
4. Gather and organize account-related information and provide input on key customer opportunities, service line extensions, and proposal or contract pricing.
5. Meet with market and branch management/staff to discuss sales activities, pricing, potential problems, and new opportunities.
6. Act as a liaison between clients and Company staff to resolve problems and provide information on products and services and maintain positive relations.
7. Gather and organize information on targeted accounts for use in proposal or contract pricing. Forward information to appropriate management and staff to ensure consistency and profitability and track actual sales to account targets.
8. Must submit a written weekly marketing plan to the Administrator or VPO to allow for proper ramp-up in order to meet new service delivery requirements and company goals.
9. Other duties as assigned

LIFTING REQUIREMENTS:

Ability to perform the following tasks if necessary:

* Ability to participate in physical activity.
* Moderate lifting.

I have received, read, and understand the above job description for the position I am accepting and commit to fulfill these and other duties as assigned. I also acknowledge that this job description may be changed and that I will be appropriate informed of these changes.

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Date Employee Signature

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Date Representative for All About Care, LLC