JOB OPPORTUNITY

About the CFPC

The College of Family Physicians of Canada (CFPC) is the professional organization that represents more than 43,000 members across the country. The College establishes the standards for and accredits postgraduate family medicine training in Canada’s 17 medical schools. It reviews and certifies continuing professional development programs and materials that enable family physicians to meet certification and licensing requirements.

Our Mission: Leading family medicine to improve the health of all people in Canada—by setting standards for education, certifying and supporting family physicians, championing advocacy and research, and honouring the patient-physician relationship as being core to our profession.

Our Vision: Leading family medicine. Improving lives.

Our Values: Caring; Learning; Collaboration; Responsiveness; Respect; Integrity; and Commitment to Excellence.

We are recruiting for a Sales and Leads Generation Coordinator

Posting #: 2024-07
Department: Program and Practice Support,
Division: Professional Development and Practice Support
Reports to: Assistant Manager, Self Learning Program
Classification: Support Staff
Status: Contract Full Time
Contract end date (if applicable): 31st March 2026
Job Family: Professional Knowledge Worker
Full Time Equivalent: 1.0
Bilingual (English/French): No
Salary Range: Min. $61,606.80 Mid. $77,008.56 Max.$92,410.32

Summary

The SLG coordinator is responsible for selling the College of Family Physicians of Canada (CFPC) Self Learning™ Program subscription services through established and novel channels and methods. Working with the Self Learning Assistant Manager and the Manager, Practice Support Programs, this position will use a combination of skills set, including data synthesis, sales, and customer service, to develop an actionable plan to recover lost subscribers and generate new sales. The SLG coordinator will demonstrate excellent rapport with existing and potential subscribers using excellent sales and communications skills.
Working closely with the Programs and Practice Support (PPS) leadership team and relevant departments and committees, the SLG coordinator also contributes to a limited number of operational and special assignments and projects.

Main Responsibilities include

Maintain and Expand the program’s database of prospects by conducting research to find new leads

- Handle inbound, unsolicited prospect calls and convert them into sales.
- Cold-call and email prospects to qualify the lead; identify decision makers to begin sales process.
- Receive inbound prospect inquiries; answer questions and offer suggestions based on a thorough knowledge of the product line; perform product/service demonstrations, emphasizing product/service features and benefits, quote prices, discuss payment terms and prepare sales order forms and/or reports.
- Cross-sell and up-sell existing customers via telephone, e-mail and in-person at trade shows and conferences.
- Explore, facilitate and support sales and marketing initiatives with other CFPC products, like CFPCLearn and FMFLoved.
- Provide prompt and courteous customer service. Record and track customer service contact and details.
- Receive inbound prospect inquiries; answer questions and offer suggestions based on a thorough knowledge of the product line; perform product/service demonstrations, emphasizing product/service features and benefits, quote prices, discuss payment terms and prepare sales order forms and/or reports.
- Review customer service requests for sales and retention leads.
- Educate and inform prospects about the Self Learning Program’s offerings.
- Overcome objections of prospective customers.
- Client account maintenance in CRM database and other CFPC systems.

Develop sales strategies in collaboration with SL team and committee.

- Collaborate with the Self Learning team and committee as well as other key CFPC staff (i.e., marketing and communications department) to determine necessary strategic sales approaches.
- Develop and update action plan, including calendar of activities and benchmarks, to continually achieve sales goals.
- Explore, facilitate and support sales and marketing initiatives with other CFPC products, like CFPCLearn and FMFLoved

Finance support and data analysis

- Reconcile payments received on a monthly basis by reviewing payments received by Finance and confirming specific details of the payments to ensure advance payments are accounted for.
- Review and analyze data to increase subscriptions. Effectively mine and report sales, marketing, and relevant data, enabling comprehensive measurement of uptake, customer satisfaction, and other essential Key Performance Indicators to increase subscriptions.
Related Duties include:

- Support the team with shared duties and staffing gap coverages as required, including the following: special projects in various supporting capacities (i.e., SME), desk research, contract preparations and administrative support and coordination of information.
- Perform other duties as assigned, such as the incumbent is expected to be a key team player and assist the team where needed to contribute to the continued success of the Self Learning Program and other practice support offerings within the portfolio of the Programs and Practice Support department.
- Ensure effective and professional communications with all internal and/or external contacts.
- Develop and maintain collaborative relationships at all levels of the organization in order to build trust and confidence in the services provided.
- Work in accordance with all CFPC/FAFM policies, procedures and processes, and with all applicable legislation.
- Demonstrate behaviors aligned with the CFPC Values in Action.
- Contribute to delivering the overall work plan of the department and strategic goals of the CFPC.
- Participate in the development and/or execution of special projects, as required.
- Participate on internal staff committees or working groups, as required.
- Support the team and collaborate with colleagues to ensure departmental needs are met including absence coverage and cross-training, as required.

Requirements

- Undergraduate degree or Bachelor
- Additional training in Sales, or Marketing.
- 3 years of experience in a similar position
- Verbal and written communication skills, with the ability to express ideas and opinions clearly and effectively in English.
- Intermediate Microsoft Office (Excel, Word, Power Point, Outlook).
- Advanced organizational, time management, judgement, resolution, analysis, attention to detail and accuracy skills.
- Ability to work independently as well as in a team.

Working Conditions

- Some travel (< 10% of the time), including both in and out-of-town.

This role is based in Mississauga and the successful candidate may have the ability to work remotely in accordance with the Organization’s policies and procedures dealing with remote and/or hybrid work arrangements in effect from time-to-time.

There’s a certain sense of job satisfaction that comes from working for a not-for-profit organization such as the College of Family Physicians of Canada (CFPC). If you share our values and would like to join our team of dedicated professionals helping the CFPC achieve its mission, please submit a cover letter and your résumé referencing the posting# 2024-07 to: careers@cfpc.ca by 8th February 2024
The CFPC is committed to employment equity and diversity in the workplace and welcomes applications from women, visible minorities, Indigenous peoples, persons with disabilities, and persons of any sexual orientation or gender identity or expression. The CFPC is committed to fostering a healthy and positive work environment. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code, The CFPC encourages applications from all qualified candidates and will accommodate applicants’ needs throughout all stages of the recruitment and selection process. If selected to participate in the recruitment and selection process, please inform Human Resources of any accommodation(s) that you may require to ensure your equal participation.

We thank all those who apply but only those selected for further consideration will be contacted.