



Working for Owners and Operators

NGCOA Mid-Atlantic Announces New Sales Position

Apply Now – Available January, 2025

Job Title: Corporate Sponsorship and Membership Sales Representative

Company: National Golf Course Owners Association Mid Atlantic (NGCOA MA)

NGCOA MA Overview:

NGCOA MA was formed in 2009 and is an affiliate of the National Golf Course Owners Association based in Charleston, SC. NGCOA MA serves owners and operators of golf courses in Virginia, Maryland and Washington, DC. NGCOA is based in Manakin-Sabot, VA. Its website is www.ngcoamidatlantic.org,

The purposes of NGCOA MA are as follows:

1. To consider the challenges of the operation and management of golf by owners and operators of golf courses in the Mid-Atlantic region.
2. To promote activities designed to increase the efficiency of golf courses and golf-related operations.
3. To promote cooperation and exchange of ideas among Association members.
4. To encourage the growth and preservation of the game of golf in the Mid-Atlantic region.
5. To advocate for our members and the golf industry in the Mid-Atlantic region.
6. To cooperate with others who support the purposes and goals of the Association.

Job Overview:

NGCOA MA Executive Director seeks a motivated and experienced Corporate Sponsorship and Membership Sales Representative. This role drives revenue and expands our network by selling corporate sponsorship and club membership. The ideal candidate will have a strong sales background, excellent communication skills, and a passion for the golf industry.

Key Responsibilities:

Corporate Sponsorship Sales:

- Identify, target, and secure new corporate sponsorship opportunities.
- Develop and maintain relationships with existing and potential sponsors.
- Create and present customized sponsorship packages to meet client needs.
- Negotiate contracts and agreements with sponsors.

- Ensure sponsors receive the agreed-upon benefits and deliverables.

Club Membership Sales:

- Promote and sell club memberships to individuals and businesses.
- Develop and implement strategies to attract new members.
- Organize and participate in membership drives and events.
- Track membership sales and retention statistics.

Relationship Management:

- Build and sustain strong relationships with stakeholders, including golf course owners, sponsors, and members.
- Attend industry events to network and promote the organization.
- Serve as a liaison between sponsors, members, and the organization.

Reporting and Analysis:

- Monitor sales performance and provide regular reports to management.
- Analyze market trends and competitor activities to identify new opportunities.
- Develop and manage sales forecasts and budgets.

Qualifications:

- Proven track record in sales, preferably in the sports or golf industry.
- Strong negotiation and presentation skills.
- Excellent communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Knowledge of the golf industry and its stakeholders is a plus.
- Proficiency in Microsoft Office and CRM software.
- Background in Marketing or a related field is preferred.

Benefits:

- Hourly-based pay and aggressive uncapped commission structure
- Part-time position with flexible working hours (1099).
- Opportunity to work in a dynamic and growing industry.
- Networking opportunities with industry leaders.

How to Apply / Deadline:

Interested candidates should submit their resume and cover letter detailing their relevant experience and qualifications to David Norman, Executive Director, dnorman008@gmail.com by 5:00 pm **November 15, 2024**.

Sales Strategies to Consider

Developing and implementing strategies to attract new members to the NGCOA MA involves targeted marketing, relationship building, and value proposition communication. Here are several strategies a salesperson could use:

1. Market Research and Segmentation

- **Identify Target Audiences:** golf course owners and operators, managers, and industry stakeholders such as the GCSAA, PGA, CMAA, and regional golf associations (VSGA, MSGA).
- **Segment the Market:** Divide the market into segments based on factors like location, course size, and type (public, private, resort) to tailor marketing efforts effectively.

2. Value Proposition Development

- **Highlight Benefits:** Clearly articulate the benefits of NGCOA MA membership, such as networking opportunities, industry advocacy, educational resources, and exclusive discounts.
- **Success Stories:** Share testimonials and case studies from current members who have benefited from their membership.

3. Personalized Outreach

- **Direct Mail and Email Campaigns:** Develop targeted email and direct mail campaigns that address each segment's specific needs and interests. Work with vendor on execution (printing, postage, mailing service)
- **Phone Calls and Meetings:** Arrange personal calls and meetings to discuss membership benefits and answer potential members' questions.

4. Networking and Events

- **Industry Events:** Attend industry events to meet potential members and promote NGCOA MA.

5. Referral Programs

- **Incentivize Referrals:** Develop a referral program to reward current members for bringing in new members.
- **Partnerships:** Partner with related organizations and businesses to cross-promote memberships,

6. Promotional Offers

- **Introductory Discounts:** Offer limited-time discounts or free trial periods to encourage new membership. Offer promotions such as free entry for four to annual conference.
- **Bundled Services:** Create bundle packages that combine membership with other valuable services or products.

7. Follow-up and Relationship Management

- **Lead Nurturing:** Implement a lead nurturing process to follow up with potential members who have shown interest but have not yet joined.
- **Member Onboarding:** Develop a comprehensive onboarding process to ensure new members feel welcome and immediately see the value of their membership.

8. Feedback and Improvement

- **Surveys and Feedback:** Collect feedback from current and potential members to understand their needs and improve membership offerings.
- **Continuous Improvement:** Use the feedback to refine and enhance membership benefits and marketing strategies.