

Job Posting: Spa, Cold Plunge & Sauna Sales Specialist

Company: Watermark Spas

Location: Grand Junction, CO

Pay Rate: \$18.00 - \$20.00 / Hour (Depending on Experience)

Category: Luxury Retail / Wellness Sales

Job Summary

Watermark Spas is looking for a dynamic Sales Specialist to drive revenue through the sale of our premium wellness products, including luxury spas, cold therapy systems, and high-end sauna solutions. In this role, you will be the face of the brand, educating customers on the vital health and recovery benefits of our products. We are looking for a consultative closer who can deliver an exceptional customer experience and manage high-value sales from initial inquiry to final delivery.

Key Responsibilities

Sales & Revenue Growth

- Drive sales for spas, cold plunge systems, and sauna products to meet or exceed monthly and quarterly targets.
- Identify upsell and add-on opportunities, including accessories, maintenance plans, and upgrades.
- Manage the full sales cycle, ensuring a seamless transition from lead to purchase.

Customer Consultation & Experience

- Conduct needs-based consultations to recommend the perfect wellness solution for each client.
- Educate customers on the performance, recovery, and lifestyle benefits of our product line.
- Provide transparent pricing, financing options, and realistic delivery timelines.
- Maintain a premium, high-touch experience that aligns with our luxury brand image.

Lead Management & Follow-Up

- Respond promptly to inbound leads via phone, email, website, and showroom walk-ins.
- Proactively nurture warm and cold leads through outbound follow-ups.

- Maintain meticulous records in the CRM to track customer preferences and buying timelines.

Product & Industry Knowledge

- Maintain expert-level knowledge of spa mechanics, cold therapy technology, and sauna benefits.
- Understand and communicate installation requirements, including space planning and electrical needs.
- Stay current on fitness and recovery trends to better serve our health-conscious clientele.

Collaboration & Operations

- Coordinate with operations, delivery, and installation teams to ensure smooth fulfillment.
 - Support marketing promotions, local events, and new product launches.
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Required Standards & Qualifications

- **Negotiation Skills:** Proven ability to close high-ticket sales and handle objections professionally.
- **Professionalism:** Maintain a professional, luxury-brand image and uphold ethical sales practices.
- **Communication:** Exceptional verbal and written communication skills to build long-term rapport with clients.
- **Integrity:** Represent Watermark Spas positively and follow all company policies and professional standards.

Preferred Qualifications

- Experience in wellness, fitness, luxury retail, or home improvement sales.
- A genuine passion for health, recovery, and lifestyle optimization.
- Familiarity with CRM software and basic sales administrative tasks.