

# TUGBOAT INSTITUTE

## Manager, Member Services

### About Tugboat Institute®

The Purpose of The Tugboat Institute to reintroduce the vital importance of humans coming together to create and grow enduring, private businesses that make a dent in the universe, what we call Evergreen® companies. We view their CEOs and Presidents as some of the most important, yet underappreciated and under-supported, leaders and companies today.

Our vision is two-fold. First, that Evergreen companies will go from being underappreciated to being broadly celebrated for what they are—attractive employers, partners, suppliers, customers, and community members that can be counted on to be steady and reliable for the long term. They are well-run, share in their success, and are not for sale. Second, that Tugboat Institute will be the unrivaled resource for Evergreen CEOs and their businesses, providing a values-aligned support network and curated, invaluable content unlike any other with additional, valuable services that evolve and grow along with our members and the broader Evergreen community.

Since its inception in 2013, Tugboat Institute has gathered CEO and President members two times per year to share inspiration, support, ideas, and best practices on work, family, and life in a safe and trusted environment. In addition to these in-person events, members connect throughout the year via online seminars and regional forums. They also have access to a content library that includes video, audio, white papers, surveys, and other resources.

Other Resources:

[www.tugboatinstitute.com](http://www.tugboatinstitute.com)

<https://www.inc.com/magazine/201510/bo-burlingham/built-to-last-and-last.html>

*Another Way Building Companies That Last... and Last... and Last...* By Dave Whorton, Founder and CEO, Tugboat Institute

### **Scope**

Tugboat Institute is seeking a Manager of Member Services to join our Ketchum, Idaho office. This position will play an essential role in growing Tugboat Institute membership and managing successful member relationships and will report to the Director of Member Services.

### **Objectives**

The goal of this position is to identify and add new members to Tugboat institute, as well as ensure the renewal of existing members by maintaining strong ongoing relations, supporting the cross-sell of other Tugboat products when and where appropriate, and keeping the CEO and broader team informed of individual member satisfaction, status, changing needs and/or requirements, and ideas.

## **Key Responsibilities**

- Recruit and retain qualified CEOs and Presidents to membership at Tugboat Institute and meet, or exceed, the new member goals and related strategic objectives.
- Manage the entire new member sales motion including:
  - Foster relationships with existing members to have them develop warm referrals and support the closing, onboarding, and retention of those new members that are invited into membership
  - Cultivate trusting relationships with warm referrals through the membership process that leads to an accurate assessment of qualification and fit of each candidate, and if formally approved for membership, to close and onboard successfully
- Cross-sell additional Tugboat Institute products and services to active members when and where appropriate, and to achieve the sales goals for each of those products and services quarterly and annually. This includes helping maintain the pipeline of all products across all members and staying in regular communications to insure proper coordination and teamwork between member services and product/service leads.  
Support existing Tugboat Institute members by monitoring, evaluating, and championing the overall member experience with our team and other members; encourage member engagement and attendance; and provide valued customer service throughout the year. All with the goal of having high member customer satisfaction and meeting, or exceeding, annual retention goals.
- Creative problem solving and teamwork in serving members through their experience with Tugboat Institute, including CEO engagement where appropriate
- Keep the CEO and broader team aware of changing customer dynamics and needs, opportunities for new products and services, and how we can serve our customers even better today and in the future.
- As requested, support the Tugboat Institute events team before, during and after experiences and events.
- Be a positive contributor to the overall Tugboat Institute team, experience, and company objectives. Honor the purpose, values, and reputation of Tugboat Institute in all interactions.

## **Qualifications**

This experienced, knowledgeable sales and customer service professional should have a deep personal familiarity with highly relational sales with company executives, ideally CEOs and presidents. This person should be energized by a growth environment based upon teamwork and be a self-directed, self-motivated learner who is happy to assume responsibility to grow and serve our membership and chip in wherever needed to support other team members.

## **Required**

- At least 5 years' experience with highly relational, high empathy sales to c-suite executives (ideally CEOs and Presidents). Proven experience achieving or exceeding sales objectives while fostering trusted relationships.

- Account Management background with a successful track record of meeting or beating quota and retention goals. 4 years' experience in managing, guiding, and strategizing key relations within the organization.
- Thorough, highly organized, strong multitasking skills with high attention to detail. Strong skills in CRM, and schedule management to keep up-to-date with all member calls, interactions, emails, etc.
- Strong, active listener and detailed note taker. Concise, effective verbal communication skills—on the phone and with Zoom. Concise, effective written communication skills.
- Strong teamwork skills.
- Powerful mix of drive, courage, and self-confidence. Inner strength to not take inevitable rejections personally.
- Out of town travel includes a minimum of two weeks per year for member events, but may require more as we grow.

**Other Important Characteristics**

- Ethical: Trustworthy, honest, and authentic
- Collaborative work style, with strong interpersonal skills
- Curious with a personal desire to learn about a range of business and leadership topics, avid reader
- Adaptive and flexible, grace under fire, and creative problem solver
- While detailed oriented and focused on anticipating problems/issues, also willing to try experiments and new ideas to achieve one's objectives and Tugboat Institute's goals. Willing to search for new product and customer opportunities.

To apply, please send cover letter and resume to [careers@tugboatinstitute.com](mailto:careers@tugboatinstitute.com)