



## **Triibe Success Guide (Business Development / Member Recruitment)**

**Triibe Coaching** is a Modern mortgage and life coaching company that focuses on helping mortgage professionals excel in their career **and** make every part of their life more abundant.

**We exist to** create more abundance in the lives of others and transform the mortgage industry in the process.

### **How We're Doing It**

We inspire and equip mortgage professionals to create sustainable\* and scalable businesses that provide leverage for growth and freedom to pursue personal and family goals.

*\*We believe that for a mortgage business to be sustainable in the new future we imagine, they must pursue their role as guides toward financial freedom for the families they serve.*

### **About You**

- Are you a Business Development expert looking to champion a company that is driven to unleash human potential?
- Do you excel in meeting and exceeding sales goals through thoughtful communication, follow through, fast learning and a process that leverages the power of HubSpot?
- Do you thrive in start-up environments?
- Are you an empathetic listener who can drill right into the needs of the customer? Do you appreciate what it means to give and receive incredible customer service and why that's so important?
- Do people love being around your positive energy? Are you driven to amplify the best version of those you interact with?
- Do you crave working with a team where every team member is accountable for their word and brings their best to their team and clients every day? And who debates ideas without ego in order to get to the best solutions?

Triibe Coaching is seeking a driven, entrepreneurial leader to lead our business development/recruitment efforts. The Triibe Success Guide will collaborate with the President and leaders of Triibe Coaching to bring abundance to all aspects of mortgage industry leaders lives through coaching. The Triibe Success Guide specifically works to recruit students/members for the Triibe Community when there is a fit with what the prospect needs and the coaching we offer.

Applicants should have a minimum of five years of experience meeting or exceeding business goals, 2 years of hands-on hubspot experience, a bachelor's degree and be ready to take on a tough, but hugely rewarding leadership challenge.

### **Purpose of The Role**

Supports business growth by securing memberships with target audience (Mortgage Professionals).

### **Core Responsibilities**

1. Work within our sales funnel:
  - a. Expertly work in hubspot to book meetings, track interactions and progress prospects through our deal stages.
  - b. Work with our Marketing team and two marketing agencies to ensure that our landing pages and lead conversion email campaigns provide the best content and opportunity for leads to take action and book an exploratory meeting or sign up.
2. Provide best in class, consultative customer service to potential members and do everything humanly possible to point them in the direction of services that will create more abundance in every aspect of their lives (even if the fit isn't with Triibe Coaching).
3. Generate revenue and meet member/growth targets
4. Work inbound and outbound leads (cold calls) to generate new member opportunities
5. Act as the main point of contact for all prospective member inquiries
6. Clearly and confidently explain Triibe as a company and as a coaching platform
7. Maintains knowledge and expertise on the following:
  - a. Triibe history, values & mission (Who we are & what we believe)
  - b. Triibe services information (What we offer)
  - c. Triibe recruitment processes and methodologies (How we recruit)
  - d. Triibe students/members (Who we recruit)
8. Builds and maintains the following resources, and works to improve them:
  - b. Triibe Recruitment Scripts
  - c. Triibe Recruitment Processes (eg; Recruitment "Playbook" of best practices for Triibe)
  - d. Triibe Recruitment Tech-stack
9. Develops and Maintains system for accurately tracking important sales KPI's and metrics, utilizes data-driven business intelligence on prospects to identify new trends and opportunities
10. Travels to trade shows / conferences to represent Triibe Coaching

### **Required Qualifications**

- Ability to solicit/listen to prospective clients' needs and identify/communicate fit with our coaching approach and curriculum
- Proficiency with Google Suite, including gmail, Drive, Docs, Sheets and Slides. Proficiency with Microsoft Office -- including Outlook, Word, Excel, and PowerPoint
- Proficiency with Zoom
- Proficiency with HubSpot CRM software
- Ability and desire to learn and leverage cutting software/technologies that will benefit the sales funnel (example: VideoAsk by Typeform)
- Proficiency with using a tablet/iPad

- Demonstrated ability to take initiative and work independently in a fast-paced environment with minimal supervision and contribute as a member of the leadership team
- Must possess excellent problem solving, project management and multi-tasking skills
- Strong verbal and written communication skills, must be able to effectively communicate with prospects, partners and internal stakeholders

### **Preferred Qualifications**

- 5+ years of relevant experience and a track record of success
- Coaching, Consulting or Mortgage industry experience a plus
- Bachelor's Degree
- Demonstrated local community or social impact involvement

### **Our Triibe Success Guide will Enjoy**

- Fulfilling work that presents new challenges and exciting opportunities every day of the week.
- Unlimited commission potential
- Work from anywhere in the U.S. with a flexible schedule
- \$48,000 Annual Non-Recoverable Draw (resets monthly) and Commission Structure TBD with the right candidate based on members recruited. Count resets monthly and commission is paid out quarterly
- 1099 for first 3 months, then full time employee with benefits outlined below
- Employer sponsored 401k plan with full match up to 3% and 50% match up to 5% (so if employee puts in 5%, Triibe puts in 4% for a total of 9%).
- Employer sponsored medical coverage (all benefits available, company pays \$200/mo into plan)
- Position is exempt, not eligible for overtime.
- Base salary paid semi-monthly, sales commissions are distributed end of quarter.
- Paid Holidays (10/yr), Vacation days (12/yr), Paid Sick leave (5 days/yr)

Triibe is committed to generating leads through social media advertising (\$1000+/ month), giving the Triibe Success Guide access to sister company Art of Homeownership leads, partnerships with mortgage industry leaders (owners are connected and will bring collaborate with Triibe Success Guide to help develop and implement deals), securing lists of target members (Loan Officers) and making appearances at trade shows (owners speak at trade shows or we may opt to have booths).

MEMBER is defined as a Triibe member paying the full \$499/mo membership fee. A member that receives a discounted membership will count as a fractional member rounded to the nearest .10 (10%). The Triibe Success Guide may not discount the membership fee to secure sales. Triibe will have revenue share partnerships with industry leaders to help fill the sales funnel and in some cases, these potential members will still need a personalized touch to convince them to join Triibe. Those are the cases that we are referring to as fractional members.

Diversity creates a healthier atmosphere and better ideas: Triibe Coaching is an Equal Employment Opportunity/Affirmative Action employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin,

protected veteran status, disability status, sexual orientation, gender identity or expression, marital status, genetic information, or any other characteristic protected by law.

## What's Different About Us?

We've identified that most loan officers are looking to find more balance between their work and personal life and this is one of the reasons that our five owner coaches started Triibe. They are all currently in or have been in the top 1% of producing mortgage loan officers and they have participated in almost every mortgage coaching platform both as students and coaches.

The other coaching platforms focus on excelling in business. While Triibe's owner coaches appreciated the coaching they got and still sing its praises for helping them make a lot of money, they felt there was a gap. It wasn't until 10+ years into their coaching programs that they were asked WHY they wanted to grow their production business. Each of them, in a separate journey came to the same answer..."I want to make enough so I have more personal freedom to spend time doing what I want to do and to provide opportunities for my family." Eventually, they found each other and started Triibe because they don't want anyone else wasting 10 years when they feel like they've discovered the ways to create abundance in ALL parts of their lives DURING the journey rather than as a destination that inevitably keeps pushing itself out.

Additionally, all of our owners are producing loan officers or leaders that are still in the trenches, which our students said they prefer over those that "used" to be in the industry. Triibe coaches are operating in the same shifting environment that our students are experiencing every day and we believe in the power of a community sharing timely knowledge and expertise based on both our coaches' position as cutting edge mortgage industry leaders as well as their past lived experience.

We coach across 23 areas of business and life. A summary of the two tiers of coaching we offer is below.

### Producer

Tier 1

#### **\$499 per month**

- Triibe E-Learning Platform
- Monthly Q&A Webinar
- Monthly Mastermind Webinar
- Virtual Triibe Business & Life Assessment
- Team Accountability Group
- Triibe Virtual Community
- Access to Invite-only Events (for additional fee)

### Master

Tier 2

**\$1499 per month**

- Everything in Producer Level
- Monthly Small Group Coaching (3-4 members + coach)

**Find more information at [TriibeCoaching.com](https://TriibeCoaching.com)**

### **Application Instructions:**

Once you have completely read this job description, please send a cover letter and resume to [Krista@TriibeCoaching.com](mailto:Krista@TriibeCoaching.com) with the subject line "Name - Triibe Success Guide Applicant."

In your cover letter, please include who referred you and relevant experience relating to our first four core responsibilities for the role (copied below).

1. *Work within our sales funnel:*
  - a. *Expertly work in hubspot to book meetings, track interactions and progress prospects through our deal stages.*
  - b. *Work with our Marketing team and two marketing agencies to ensure that our landing pages and lead conversion email campaigns provide the best content and opportunity for leads to take action and book an exploratory meeting or sign up.*
2. *Provide best in class, consultative customer service to potential members and do everything humanly possible to point them in the direction of services that will create more abundance in every aspect of their lives (even if the fit isn't with Triibe Coaching).*
3. *Generate revenue and meet member/growth targets*
4. *Work inbound and outbound leads (cold calls) to generate new member opportunities*