Diane M. Pezzuti

3 Morris Avenue, Riverdale, New Jersey 07457

973-831-8870 - pezzuti@optonline.net

For the past decade I have assisted more than two thousand people in the decision to make a major change in their lives by moving to a retirement community where they can maintain their healthy lifestyle and realize a better outcome over time. Using discovery skills to identify benefits supplied by my community that meet the client’s needs, I encourage and inspire those involved in the decision process to take action while creating a comfortable personal relationship. My success is based on my residents and their families feeling confident in their decisions for their family members.

**Senior Living Sales Specialist - October 2004 to present**

**Erickson Living Continuing Care Retirement Communities, Baltimore MD**

**Cedar Crest Campus – Pompton Plains, NJ, 973-831-3605**

 Sales and Marketing for the largest continuing care retirement community (CCRC) in the New Jersey, home to over 1900 residents.

 Performed as an integral part of the successful sales team that increased sales by 17% in 2014, occupancy 94.8%.

 Cultivated leads to appointments, conducted tours, matched community benefits to prospects’ needs and prepared custom mailing collateral.

 Captured prospect information and created data base contact using unique and personal discovery phone tactics. Won award for outstanding phone call interaction. Exceptional customer service skills. Expertise in two CRM programs Salesforce and ACT.

Guided new residents from initial contact through close of sale and move in as Sales Councilor

Responsible for achieving forecast, pipeline and revenue sales goals tracked by Salesforce CRM.

Maintained Key Performance Indicators keeping goals and occupancy on track.

* Planned and executed outreach events as Presenter/Speaker
* Sole contact for negotiating with prior residents and their estates. I quickly became the National leader in slashing reductions in refunds saving over $100,000 in 2014.

# Sales Associate & Move In Coordinator – Promotion Sept. 2014

This position required tactful use of communication skills in sensitive and emotional situations. I worked in unicine with relocation staff to monitor client’s home sale status. Using Salesforce and Excel tracked dates and details of new resident move in from point of sale to moving truck. I conducted appointments with customers both onsite and at their home for each phase of the move process, involving contract meetings, preparation of contracts, promissory notes, addendums and deposits. For those who were exiting the community I processed documents for move out and transfers to higher levels of care.

Our clients make custom design requests where I would solicit quotes and communicate with vendors. Attention to details of quality assurance, compliance, and regulatory requirements regarding vendor and construction requests were vital as well as invoicing and collections. In addition duties included preparation of weekly and monthly marketing reports for daily stand up and weekly team meetings. Emphasis was on

communication and collaboration with various departments, individuals in Corporate Facilities Service, Finance and Resident Life to increase efficiency, bolster referrals and resident satisfaction surveys.

Diane Pezzuti

Resume page 2

# Sales Associate & Marketing Events Manager

* Created, planned and executed themed quarterly Marketing Events for first time visitors and retention events for priority club members. (1000+ visitors annually).
* Model home planning, decorating, showcasing, preparation of collateral and branding literature for clients. Implemented and monitored refurbishing of vacated homes.
* Gave sales presentations to community and outreach groups highlighting community values, upholding the community mission statement.

### OFFICE SKILL SET

* Professional Letter composition (analyzing customer needs creating letters that negotiate)
* Creative thinker with highly organized filing and accounting skills.
* Goal driven with a strong work ethic.
* Salesforce CRM Software Super user, Excel, Word, Power Point, ACT CRM
* Inventive Team Member that enjoys a challenge

## PRECEDING PROFESSIONAL OCCUPATIONS

Sales Professionals, Inside Sales Rep. Hardware & Millwork Kinnelon, NJ 2001-2003

Carlson Wagonlit, Travel Agent Franchise Owner Sacramento, CA 1999-2001

Toshiba America, Admin. Asst. National Acct. Sales Mngr. Wayne, NJ 1997-1999

ABB combustion Engineering, Admin. Asst. NY Dist. Sales Mngr. Wayne, NJ 1991-1996

M&H Brokerage, Northeast Sales Representative Westchester, NY 1985-1990

### EDUCATION

Thomas Edison State College Trenton, NJ

AA Social Sciences/Humanities 2013

Pittsburg Institute of Technology – Graduate

Airline & Travel Sales Hospitality Industry

**OUTSIDE INTERESTS**

NJ State Professional Process Server

Toastmasters - Morris County “Crestorians” Chapter V.P. Membership.

Director of Riverdale Recreation 1992-2000 current member and chairperson.

Golf, PADI Certified Scuba, Riverdale Rec. Ski Club Manager

Winding Hills Condo Assoc. Board Member – 2000-02