

# Sales Associate – Membership Growth

## International Surface Fabricators Association (ISFA)

Salary: \$50,000 base + up to \$10,000 bonus

**Total Compensation Potential: \$60,000**

### About ISFA

ISFA is the voice of the countertop and surface fabrication industry. We represent fabricators, suppliers, and partners across the country, focused on safety, training, standards, and protecting the trade. We're growing fast and need someone who can go get new business and close it.

### Role Overview

**This is a true sales (hunter) role.**

Your job is to:

- Bring in new fabricator members
- Close associate partner memberships (suppliers, distributors, vendors)
- Secure new sponsorships and donations to support ISFA programs and events
- Follow up on leads until they convert or clearly opt out
- Engage with existing members through constant communication to support membership renewals
- Handle associate partner member referrals and execute onboarding according to plan
- Onboard all new members
- Ensure members have the right marketing assets to promote ISFA

*This role is not focused on renewals — it's focused on growth.*

### Key Responsibilities

- Prospect, call, and follow up on all leads (no dropped opportunities)
- Close new fabricator and associate partner memberships
- Identify, pitch, and close new sponsorship and donation opportunities
- Grow sponsorship revenue year over year from non-legacy sources
- Re-engage lapsed members and convert them back to active
- Maintain a clean, active sales pipeline
- Track outreach, conversations, and results
- Support campaigns and outbound efforts
- Represent ISFA in calls, meetings, and events

### Performance Goals

#### Annual Targets

- 350 New Fabricator Members
- 100 New Associate Partners
- \$1,200,000 in combined sponsorship sales and donations

### Quarterly Membership Targets

Quarter	New Fabricators	New Associate Partners	Combined
Q2	110	40	150
Q3	110	60	170
Q4	101	59	160
<b>Annual</b>	<b>350</b>	<b>100</b>	<b>450</b>

### Compensation Structure

#### Base Salary

\$50,000 annually.

#### Bonus Opportunity — Up to \$10,000 Annually (~20% of base)

100% tied to new member sign-ups | Paid quarterly.

Bonus payout is calculated using an aggregated performance percentage — the simple average of two metrics:

- New Fabricator Member attainment (% of quarterly target)
- New Associate Partner attainment (% of quarterly target)

*Example: If Fabricators are at 80% of target and Associate Partners are at 100% of target, the aggregated performance is 90% — which falls into the 75–99% payout tier. This aggregated approach rewards balanced production across both membership streams.*

#### Quarterly Bonus Structure

\$10,000 annual pool | \$2,500 max per quarter

Aggregated Performance vs Target	Quarterly Payout	Annual Total (Max)
100%+	\$2,500	\$10,000
75–99%	\$1,875	\$7,500
50–74%	\$1,250	\$5,000
Below 50%	\$0	\$0

#### Overperformance Kicker (Top Performers)

Based on the same aggregated performance percentage:

- 110% of quarterly aggregated target → +\$500 bonus
- 120%+ of quarterly aggregated target → +\$1,000 bonus

## What This Pay Structure Does

- Rewards closing deals and driving growth across memberships and sponsorships
- Pays consistently throughout the year through base and quarterly bonus
- Creates significant upside through uncapped sponsorship commission
- Encourages balanced production across fabricator and associate partner pipelines
- Keeps expectations clear and measurable

## What We're Looking For

- Proven ability to close sales
- Comfortable picking up the phone and asking for the business
- Strong follow-up habits and pipeline discipline
- Self-motivated and goal-driven
- Clear, confident communicator
- Experience in construction, trades, or associations is a plus
- Sponsorship or fundraising sales experience is a strong plus

## Why This Role Matters

Every new member and sponsor strengthens the industry.

You're helping:

- Grow the network of fabrication companies
- Fund the programs and events that move the trade forward
- Support safer shops and better standards
- Build a stronger, more connected trade

## How to Apply

Submit your resume and a short summary of your sales experience and results.