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| **Job title:** | Sales Manager |
| **Department:** | Sales |
| **Responsible to:** | Sales Director |
| **Responsible for:** | Sales Executives & Trainee Sales Executives |

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| **Job Purpose:**  With guidance and support from the Sales Director, manage the sales team to achieve sales and revenue targets whilst delivering 5\* customer experience to meet the business plan. |
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| **Main Duties and Responsibilities:**   1. **Effectively manage the consistent delivery of sales to meet the business plan:**  * Manage and monitor performance across a range of sales measures, including but not limited to:   + Reservations   + Price performance   + Days to exchange   + Legal completions * Identify and minimise risks and actively seek solutions * Monitor and manage all sales targets progress and performance * Monitor and manage performance against budget expenditure * Ensure that plot sale values are maximised in line with the business plan and any pricing issues are identified * Conduct appropriate plot releases maximising price performance, providing feedback and highlighting issues proactively * Identify variances to sales performance and target areas for improvement * Continually focus on the forward sales target * Identify profitability and trends of customer choices and extras * Monitor and analyse competitor activities and make suggestions for improvements based on comparisons * Pro-actively recommend and implement new ways of working to achieve the business plan  1. **Provide 5\* customer service, encouraging a customer centric approach within the business:**  * Ensure Sales Executives understand the importance of the customer journey and that they actively provide an excellent customer experience at all times * Identify areas where Sales Executives require further support and training and action accordingly * Ensure the achievement of positive customer survey results and targets to achieve and maintain 5\* HBF Status, excellent Trustpilot reviews and mystery shops * Ensure Sales Executives record and share customer feedback * Provide recommendations and implement processes from reviewing customer feedback * Encourage and ensure good working relationships between Sales Executives and Site Teams to achieve excellent standards of quality * Ensure Sales Executives continually maintain show homes and sales areas standards * Identify and action areas of presentation that require improvement |

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| * Understand and share knowledge of policies and procedures, leading training where required * Conduct regular Sales Executive Check In’s, Sales Excellence reviews and site walks to identify and feedback areas of improvement and addressing any performance concerns * Identify Sales Executive needs and requirements and conduct conversations on performance * Manage and resolve customer complaints positively whilst managing customer expectations * Ensure home handovers are of a high standard * Liaise with external companies to arrange Mystery Shops on a regular basis, providing feedback to Sales Executives based on the results * Identify further areas of training and conduct action plans to ensure the mystery shop benchmark is met or exceeded  1. **Provide appropriate resources that are aligned to meet business plan requirements at a site level:**  * Monitor Sales Executive requirements and improvement areas identifying and implementing training where needed * Ensure active development of all Trainee Sales Executives in line with the business training programme * Lead the training of all new starters ensuring their full understanding of all policies, procedures, and legal regulations * Manage and monitor resources, rotas, and commissions * Ensure that all sales literature, details, and brochures are up to date, fit for purpose and available for use * Coordinate working environments including but not limited to; cabins, phone connections, services and ensure Health & Safety standards and procedures are met and adhered to * Provide development cover, if required, inclusive of weekends  1. **Provide progress and management information reports that are accurate and up to date:**  * Ensure that all reporting requirements are met within set timescales * Provide detailed information for inclusion in wider reports that is accurate and timely * Effectively communicate progress reports and information to sales teams in a timely manner * Ensure that all records, reports, and documents at site level are accurate and up to date * Ensure all Health & Safety audits and documents are completed appropriately * Ensure use and understanding of Skyguards, and correct usage is monitored * Ensure Sales Executives complete competitor reports and understand how they compare to Story Homes and what it signifies * Actively suggest and produce new reports/audits of benefit * Actively contribute to site project meetings regarding current and forthcoming developments * Support the Sales Director with land appraisals and viabilities * Organise and manage development launches * Continually review processes, actively identifying areas for improvement  1. **Lead and drive the development and performance of the sales function:**  * Provide role model leadership across the business * Provide clear direction and ensure expectations are understood and procedures are followed |

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| * Manage the performance of all aspects of the sales processes and procedures to drive continual improvement * Actively identify potential within the team, ensuring talent is managed effectively * Provide leadership and mentor support to Field Sales Managers, conducting regular feedback and shadowing sessions * Lead the training and development of the team to maximise their performance and potential |

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| **Key Attributes** | Core:   * Excellent communication skills * Excellent sales and negotiation skills * Commercially astute * Creative and innovative in sales approaches * A proactive approach * Demonstrate leadership and management skills * Ability to work with key Stakeholders and build relationships |
| Desirable:   * Ability to adapt to change in a fast-paced environment * Knowledge of the regional housing market and what competitors offer in terms of product, spec, price, deals, etc * Ability to prepare accurate reports and interpret data from several sources |
| **Qualifications/**  **Experience** | Core:   * Experience in developing sales strategies and delivering training * Experience of leading and driving a sales team * Good working knowledge of the house building industry * Solid understanding of new build processes and procedures |
| Desirable:   * Good working knowledge of computer systems including CRM systems * Knowledge of schemes such as part exchange and affordable housing including discounted sale & shared ownership * Customer service skills including problem solving and handling complex situations/complaints * First Aid |

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| **I confirm I have read and understood my job description.** | | | |
| Employee Name |  | Date |  |
| Employee Signature |  | Date |  |
| Line Manager Signature |  | Date |  |

I*t is a requirement of Story Homes that all staff work in a flexible manner compatible with their job and in line with the objectives of the company. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of the business.*