



JOB DESCRIPTION

Job Title:	Sales Executive
Reporting to:	Sales Manager
Direct Reports:	N/A
Job Family:	Sales and Marketing
Job Purpose:	To provide an effective sales operation, achieving targets and selling prices whilst maintaining the Company standards and delivering high standards of service.

Key Responsibilities:	<ul style="list-style-type: none">• Maximise profits by achievement of shared ownership new home sales in line with agreed targets e.g. legal completions, selling prices and percentage share (if applicable).• Look after all prospective/ existing purchasers in a welcoming, professional and efficient manner, delivering exceptional customer service.• Provide expertise in the Company's house types, specifications, and procedures.• Match all developments available to seek to secure the maximum possible sales, ensuring that all customers are qualified.• Take responsibility for maintaining the presentation of show homes, completed product and the sales office to the agreed standard, and ensure that adequate on-site and off-site signage is maintained.• Ensure that all paperwork and site administration is up to date, and required reports are completed within deadlines. Provide weekly management reports and updates to line management.• Use marketing initiatives effectively and feedback on success to ensure a consistent sales rate is maintained.• Conduct local and market research, and competitor analysis in line with guidelines in order to demonstrate excellent knowledge and awareness of the local area, amenities and current market.• Promote mortgage arrangements, including referral to IMA, managing transactions and ensuring timely completions.• Ensure up to date to working knowledge of all legal requirements (PMA, CML, H&S, Data Protection Act and Consumer Code).• Develop and maintain close and effective working relationships with all relevant internal colleagues and external contacts, in particular the Sales Manager and Site Manager.• Effectively manage the CRM database.• Contribute PR/marketing proposals to the Sales Manager.• Attend regular training courses as identified in the Sales Performance Tracker.
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Knowledge and Skills:

- Experience of working in a customer facing sales environment, for example, retail, hospitality, banking, house building, estate agency.
- An understanding of affordable housing and specifically, shared ownership, is highly desirable but not essential.
- Commercially astute with a good understanding of the market and competitors.
- Understanding and acting upon customer needs to maintain company reputation.
- Thrives on challenge, resilient and driven to achieve personal and organisational targets.
- Able to remain calm and controlled under pressure.
- Keeps up to date with new thinking including legislation, economic conditions and technology.
- Communicates and negotiates persuasively- capable of influencing other assertively, building rapport with customers.
- Embraces change and explores new ways of working to help the continuous growth of the sales operation.
- Encourages and supports people in the team, sharing knowledge and best practice.
- Able to build relationships across functions, internally and externally.
- Excellent communication skills.
- Flexibility with hours, particularly with regard to weekends and bank holidays.