

Job Code: 151 SALES MANAGER

Reporting to: Regional Sales Director

Purpose: To manage and motivate Sales Teams to achieve Regional targets

Achieving Results

- Sales objectives as per the Hertfordshire business plan
- Achievement of regional sales targets
- Performance and competence of sales advisors
- Customer satisfaction

Managing the Process

- Production of market research reports of all relevant Hertfordshire areas, having a complete understanding of the marketplace, pricing, local demographic and buyer demand
- Presentation of findings to JV board and other relevant JV personnel when required
- Sales Manager to plan, develop and implement sales strategies for all sites, with input from Sales Executives
- Ensure implementation of Sales Policies and Procedures, along with Regional Sales Director
- Sales Manager responsible for progression of sales against sales forecast
- Monitor sales and marketing budgets, sales values and sales strategies for existing and forthcoming developments
- Review product with Project Leader, making appropriate recommendations for improvement/cost saving (i.e. house type/specification) as advised by Regional Sales Director.
- Liaise with external companies
- Manage reservations through to completion ensuring best practice is implemented to achieve forecasts/targets
- Generate contract and completion forecasts and update sales and development monitor accordingly on a weekly basis
- Monitor and review sales progress from initial enquiries through to legal completion
- Oversee the presentation of stock and part exchange property
- Approve staff rotas and holiday requests
- Oversee day-to-day running of developments
- Progress new developments through the pre-start process
- Overall responsibility for the setting up, presentation and running of sales outlets, following Company's corporate identity policy at all times
- Co-ordinate production of the New Homes sales brochure
- Maintain up-to-date knowledge of local market conditions
- Advise on sales values and incentives taking into account market conditions
- Brief advertising and PR agencies
- Organise special events

- Health and Safety - All employees have a statutory duty to look after their own safety and to give due consideration for the safety of others. Employees also have specific responsibilities as set out in the Company Health and Safety Policy
- Equality & Diversity - All employees must comply with the Company Equality and Diversity Policy, ensuring that at all times behaviour is fair and non-discriminatory

Serving the Customer (Internal and External)

- Effectively manage approved resources (i.e. IFAs, sales agents, advertising agencies, solicitors etc.)
- Regularly discuss costs with the commercial team
 - Manage costs for individual projects
 - Ensure value for money by obtaining competitive quotes and ensuring early consultation with the commercial department
- Provide an essential link for customers as required
- Liaise and co-ordinate in a constructive manner with key people/departments such as JV Board/Key JV Personnel, commercial, operations and technical to build inter-departmental relationships.

Delivering Quality

- Represent the company in a professional manner
- Control sales budgets in conjunction with Commercial Leader
- Ensure compliance with LIBMS
- Comply with Sales Policies and Procedures
- Monitor corporate identity and presentation standards
- Comply with the Hertfordshire Marketing Procedures Manual
- Ensure provision of site sales working environment in line with Company guidelines

Managing People

Effectively manage Field Sales Staff

Monitor and Feedback on Performance

- Carry out annual and interim Performance & Development Reviews
- Manage attendance
- Review individual field sales staff performance in line with Sales Policies and Procedures Manual
- Lovell sales Accreditation scheme

Comply with Lovell Policy and Employment Legislations, relating to;

- Recruitment
- Induction
- Discipline & Grievance
- Health, Safety and Welfare
- Absence Management

Regularly Communicate

- Carry out monthly sales departmental meetings
- Office-based team meetings

- Keep staff regularly up-to-date with regional sales progress

Give and Receive Feedback

- Be open to ideas and suggestions from sales staff

Support Learning and Development

- Support staff to enable development in line with their PDP
- Ensure site based sales staff attend/receive appropriate training/coaching to meet the requirements of the job role
- Train and coach, monitor and assess as per the sales accreditation scheme

Technical Skills and Knowledge

	Basic	Intermediate	Advanced
Microsoft Word			
Microsoft Excel			
Microsoft Power Point			
Microsoft Outlook			
COINS Sales Workbench			
Negotiating skills			
Product knowledge			
Knowledge of the sales and the conveyance process			
Leadership and motivational skills			
Inter personal skills			
Financial services knowledge			
Administration skills			
Organisational skills			

TRAINING MATRIX

A training matrix for this role, which includes all the compulsory training which is required, is published on the People Development site in INSITE. Full course descriptions explaining the content of these courses are also available on INSITE.