

Job Code: 151 **FIELD SALES MANAGER**

Reporting to: Regional Sales Manager

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

Achieving Results

- Customer Satisfaction
- Achievement of regional sales targets
- Performance and competence of sales advisors

Managing the Process

- With the benefit of sales advisor input, plan development sales strategies for discussion with Regional Sales Manager and subsequent implementation
- Assist Regional Sales Manager with progression against sales forecast
- 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

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
 - Monitor 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 in a constructive manner with key departments such as; commercial, operations and technical to build inter-departmental relationships.

Delivering Quality

- Represent the company in a professional manner
- Control sales budgets in conjunction with Regional Sales Manager
- Ensure compliance with LIMS
- Comply with Sales Policies and Procedures
- Monitor corporate identity and presentation standards
- Comply with the Lovell 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 on INSITE. Full course descriptions explaining the content of these courses are also available on INSITE.