

**Job Code: 154**      **TRAINEE SALES EXECUTIVE**

**Reporting to:**      **Sales Manager / Sales Executive**

**Purpose:**      To sell houses within an agreed budget in terms of cost and timescales whilst maximising revenue

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| <b>Achieving Results</b> |
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- Customer satisfaction identified via 'In-House' research results
- Sales Targets
- Conversion of Sales to Completion
- Compliance with Sales Policies and Procedures

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| <b>Managing the Process</b> |
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Will be trained and mentored on the below:

- Dealing effectively with sales enquiries to maximise the conversion rate for enquiry to reservation
- Use of effective selling skills by using the four stages of selling; i.e. Meet & Greet, Qualify, Demonstrate and Close
- Maintain the COINS Sales and Prospect workbench as specified by the Regional Sales Manager
- Be proactive in managing, identifying and achieving sales through the Helping Hands and Part Exchange process
- Achieving sales through the use of support agents by developing their knowledge and skills in new homes sales
- Achieve contract and legal completion targets
- Maintain up-to-date understanding of:
  - Local marketplace:
  - Market conditions
  - Demographics
  - Competitor activity
  - Second-hand market
- Keep control of the sale through the use of recommended solicitors and independent financial advisors
- Prepare timely and accurate reports and returns as required by the Regional Sales Managers
- Attend and provide appropriate information at meetings

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| <b>Serving the Customer (Internal and External)</b> |
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Will be trained and mentored on the below:

- Carry out home demonstrations as and when necessary in accordance with Lovell procedures
- Building good working relationships with other project team members to ensure achievements
- Follow the Lovell Customer Care procedure to ensure customer satisfaction and repeat business

### Delivering Quality

Will be trained and mentored on the below:

- Conduct sales tasks in accordance with the Lovell Sales Policy, LIMS and regional Sales, Policies and Procedures Manual
- Ensure compliance with Health & Safety procedures
- Maintain sales areas to the highest standard in line with the Sales Policies and Procedures Manual
- Monitor product quality and design and make recommendations for improvement where necessary

### Technical Skills and Knowledge

Will be trained and monitored on the below:

|   | Basic | Intermediate | Advanced |
|---|-------|--------------|----------|
| Able to work under own initiative                   |       |              |          |
| Essential communication skills and telephone manner |       |              |          |
| Understand of the house purchase process            |       |              |          |
| Analysis of demographics                            |       |              |          |
| Questioning technique                               |       |              |          |
| Organisation Skills                                 |       |              |          |
| Administration Skills                               |       |              |          |
| Interpersonal Skills                                |       |              |          |
| Knowledge of Financial products                     |       |              |          |
| Knowledge of Data Protection                        |       |              |          |
| Knowledge of PMA                                    |       |              |          |
| Knowledge of Money Laundering                       |       |              |          |
| Knowledge of legal process                          |       |              |          |
| Microsoft Word                                      |       |              |          |
| Microsoft Excel                                     |       |              |          |
| Microsoft Outlook                                   |       |              |          |
| COINS / Sales Workbench                             |       |              |          |

### TRAINING PROFILE

A training profile 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.