

Job Code: 154 **SENIOR SALES EXECUTIVE**

Reporting to: **Regional Sales Director**

Purpose: To sell houses within an agreed budget in terms of cost and timescales whilst maximising revenue whilst leading a sales team to achieve large targets on a fast selling development

Achieving Results

- Customer satisfaction identified via 'In-House' research results
- Sales Targets
- To lead and motivate the development sales team
- Conversion of Sales to Completion
- Compliance with Sales Policies and Procedures

Managing the Process

- 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

Serving the Customer (Internal and External)

- 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

- Conduct sales tasks in accordance with the Lovell Sales Policy, LIBMS 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

	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 MATRIX

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