

Job Code: 705 **SALES EXECUTIVE**

Reporting to: **Sales Manager/Regional Sales Director**

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

| |
|--------------------------|
| Achieving Results |
|--------------------------|

- Customer satisfaction identified via 'In-House' research results
- Sales Targets
- 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/CRM Sales and Prospect workbench as specified by the Field Sales Manager/Regional Sales Director
- Be proactive in managing, identifying and achieving sales through the Helping Hands 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 Field Sales Manager and Regional Sales Director
- Attend and provide appropriate information at meetings
- 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) |
|---|

- 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, 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

| | 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 INSITE. Full course descriptions explaining the content of these courses are also available on INSITE.