

## Sales Manager

<b>Job Family</b>	Homes – Sales and Marketing
<b>Reports to</b>	

### Job purpose

Supports the Head of Sales to recruit, lead and coach a team of Field Sales Managers and Sales Consultants (up to 6 sites) to achieve sales targets and exceptional customer service, in budget and in line with the St. Modwen Homes strategy.

### Key Accountabilities

- Strives for a consistently exceptional customer experience, with a view to maintaining Five-star status
- Responsible for ensuring revenue is maximised for each scheme within remit (up to 6 sites)
- Delivers the Sales strategy through the Field Sales Managers creating a sense of urgency and keeping self and team focussed on sales performance and meeting targets
- Assists the Head of Sales in preparing new site appraisals in terms of market research and any other reports as may be required from time to time.
- Monitor plot performance against the 'bible' and report exceptions to Head of Sales
- Actively promotes a positive Health and Safety culture, ensuring a safe environment for Sales team members and customers
- Build and maintain the relationship with Construction/Customer Care teams to ensure Sales team works in tandem with them to raise customer satisfaction scores on sites
- Provides daily support to Sales team ensuring they are equipped to meet targets
- Coach Sales team to ensure they are on target to achieve Sales competencies
- Arranges and provides new Field Sales Managers with an induction to St. Modwen
- Communicates objectives and standards expected across the Sales function
- Approves the allocation of temporary staff as and when required
- Review Sales KPI's and take actions where needed
- Drives the Sales training programme, identifying additions and alterations considering market trends and the needs of the business
- Completes and submits to Head of Sales a monthly site visit report for each development in remit
- Completes and maintains PDP reviews for Sales teams in remit, presenting each to the Head of Sales to the agreed deadline
- Responsible for ensuring sales client extras are maximised and recorded correctly
- Report information about marketing initiatives and new strategy ideas to Head of Sales
- Proactively seeks opportunities to improve performance of Sales team, using information gained from Mystery Shops, sales trends etc. to drive and improve sales performance, reporting back to Head of Sales
- Implements the set-up of new developments or moving to a new arrangement on an existing development, including show homes, marketing suites, car parks, landscaping and sales area schemes, in collaboration with the Site Management team
- Implements new initiatives and ensure all sales schemes are utilised correctly and effectively
- Analyses weekly/monthly competitor research report and feed back to Head of Sales for discussion on strategic actions

- Responsible for the provision of an effective end to end sales process to progress sales from reservation to occupation to the agreed deadline
- Responsible for the use of all Company approved suppliers i.e. Panel Solicitors and recommended IFAs in order to control the sale
- Reviews performance of estate agents on each development on a bi-weekly basis, including leads generated, assisted move and part exchange
- Attend and contribute in regular meetings with the advertising agency and PR Agency to ensure effective delivery of the plan and that it is in line with budget
- Contributes to Project Review meetings on each development
- Attends launches and promotional events for developments
- Reviews visitors and achievement of sales, exchanges and legal completion targets
- Actively monitors 42-day Exchanges on all developments and identifies any potential training needs
- Monitors QC process on each development and brings to the attention of the Head of Sales any issues of concern or best practice
- Communicates clear and consistent messages to the Sales team via appropriate team meetings, conference calls etc.
- Support the ongoing implementation of COINS and ensure the sale team fully utilise the system, ensuring all leads generated and information are inputted
- Conduct site visits with Field Sales Managers to review current performance on their sites, discuss potential future planned activity and coach them to enhance their performance and the performance of their teams
- Ensure adherence to the requirements of the 'Driving Profitable Sales - Site Visit Structure & Standards' to ensure managers are taking a consistent approach
- Act as the second point of contact for customer complaints, ensuring these are professionally managed to satisfy both the customer and the needs of the business
- Develop strong collaborative relationships with managers across the business in Construction, Technical and Commercial
- Promote and lives the values of St. Modwen
- As part of the effective delivery of our Performance Development framework, provide coaching and regular feedback to maximise performance delivery and development, encouraging collaboration and empowerment
- Ensure effective communication that enables engagement and enablement
- Maintain knowledge and adhere to relevant Group Policies and Procedures, Legislation and Regulations
- Develop and ensure safe working practices

### Experience, Skills and Knowledge required

- 10 years proven experience within the house building/construction industry operating in a Sales management role
- Competent MS Word & Excel user
- Competent COINS operating system user
- Valid CSCS card
- Valid UK Driving licence
- Track record leading a new homes sales team (up to 6)
- Track record of managing after sales care
- Ability to undertake multi-site working
- Strong understanding of conveyancing procedures
- Excellent communicator and negotiator
- A complete understanding of the Consumer Protection Regulations and Consumer code

- Complaints handling; letter and report writing experience
- Project Management experience
- Experience of Evaluation of Competitor research
- Demonstrates a positive attitude
- Ability to use initiative to problem solve
- Committed to continual learning and development
- Enthusiastic and self-motivating; able to work on own initiative
- Team player
- Flexible approach
- Strong attention to detail
- Strong negotiating skills
- Strong customer service skills
- Demonstrates a strong business understanding
- For safeguarding reasons, the company requires employees in this position to undergo a basic DBS check, which will show unspent convictions only. The results of the DBS check would be dealt with on a case-by-case basis

**Core OR leadership Competencies – enclosed-----**