

Job Description

Sales Executive



Job/Position Title:	Reporting to:
Sales Executive	Sales Executive Team Leader where applicable and where not your Sales Manager
Employees reporting to job holder:	
None	
Summary/Purpose of Job:	
<ol style="list-style-type: none"> 1. To fully understand the Company’s products you are to sell, to be able to effectively demonstrate the same, not only identifying and communicating their unique selling propositions but also their practical and aesthetic benefits. To be able to talk knowledgeable about the market and provide reassurance and confidence on the same. To understand the likely competition and to provide a compelling proposition as to why a prospect should buy our products. You are to sell honestly and be able to support with evidence any statement you make. You are to record salient points of discussions so that you and the Company can defend any miss-selling claim. You are seeking to achieve best value for the business in the quickest time but this needs to be balanced with maintaining the Company’s reputation and ensuring as best you can that the Customer is reasonably satisfied. Collectively the experience of our Customers should be consistent and consistently very good so that they would recommend us to third parties and would recommend you to a friend. 2. To deliver and continually seek to improve the quality of service provided to our customers in order to assist in profitably achieving the Departmental and Corporate Objectives. To ensure that customers perceive you as a very professional, friendly, approachable and knowledgeable Sales Executive that they can easily communicate with and confide in. You are to ensure that your standards of personal presentation are very high at all times and in accordance with any guidelines the Company publish or reasonably request. 3. To be a first class Ambassador for the Group. 4. To be part of a professional, highly motivated and profitable Sales Department. To work with the team to ensure that the cleanliness and presentation of the Sales Area is to the highest standards and commensurate with the product at all times. This includes the Sales Suite, show units, stock units, communal areas with the Sales environment and all Marketing collateral, for example signage and brochures. To proactively tidy these areas before and after viewings to ensure that first and subsequent impressions are of a clean, high quality, well designed, well presented and professional Sales team and environment. 5. You are to provide clear, professional and prompt communication with all stakeholders. You are to forward plan and demonstrate that you are consistently organised to ensure you deliver an efficient and effective customer journey for our customers. 6. You are to proactively manage the COINs database in compliance with Company guidance, requirements, policies and procedures. You are to ensure that all enquiries are dealt with promptly and their progress can be tracked; that the Sales team can understand what has been done, what needs to be done and when and what are the key points and details relating to the prospects, where the heard about the development and the Company, their preferences, their customer journey; prospects are accurately qualified at the earliest opportunity and then regularly followed up according to their qualification; that all viewings are logged including which plots have been viewed by prospects along with their comments so that we can better understand the strengths and weaknesses of particular units, or our designs or our specification and also find a unit that will ideally suit their requirements. Your aim is to ensure that your colleague could come in the following day and understand what has happened so that the service to the customer is professional and seamless. 	

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7. You are to use the Company's phones system(s) in accordance with Company guidance, requirements, policies and procedures. The Company is going to be rolling an improved phone system across all sites in 2021 when installed this is to be used for all contact with prospects and customers and if mobiles are used that the prospects and customers are called via the app so that we can ensure that the benefits of the new system are fully utilised and enjoyed.
8. At all times you are to behave in such a manner to foster mutual respect for and from work colleagues so the work environment is one in which collaboration and teamwork are valued but targets and objectives are regularly achieved and surpassed.

Job Specific Key Tasks/Responsibilities:

Presentation & Organisation

1. To work with your Team Leader and other Sales Executive colleagues (where applicable including temps) to make sure that everything is planned for and organised in advance so we can present the Company and its products to a high standard and maximise our chances of selling successfully. In the event you are our sole Sales Executive on a project you will do so directly with the Sales Manager.
2. To complete the Weekly Presentation Report in accordance with the Company's requirements.
3. If any deadline, objective or budget is likely to be missed, to immediately notify your Sales Manager, as soon as it has become apparent.

Sales

4. To manage and monitor the sales process up to and including the reservation, and thereafter to handover to the Sales Progressor. On occasion, where it has been clearly and specifically communicated to you, you may be asked to carry out sales progression activities for some of your sold plots when the volume of running sales exceeds the capacity of the Sales Progressor.
5. To consider and recommend new, innovative and profitable ways to deliver the Department's and Company's objectives.
6. To promote the advantages of using Recommended Independent Financial Advisors.
7. To promote the advantages of using Recommended Solicitors.
8. To provide your Sales Executive Team Leader/Sales Manager with comment on all new plots prior to release for sale considering up to date market research, recently achieved sales values and specific benefits and drawbacks of each particular plot in order that they can provide well considered recommendations to the Director responsible for Sales & Marketing for discussion and approval.
9. To manage and monitor all customer options/extras in line with agreed procedures.
10. To regularly review with your team colleagues, sales strategy, market conditions for the Sales Executive (Team Leader) to suggest alternative strategies with the Sales Manager.
11. You are to ensure a consistent focus on achieving and ideally exceeding the required sales rate, sales values whilst always working hard to ensure good customer satisfaction levels.

COINs

12. To maintain in an accurate and timely manner the Coins system in accordance with Company requirements to proactively manage and record the elements of the customer journey for which you have responsibility, from first enquiry, to visit through to legal completion or removal from the database.
13. To ensure all reservation paperwork is produced in line with Company procedure and uploaded to Coins within 7 days of an offer being accepted.

Job Specific Key Tasks/Responsibilities:

Meetings and Reports

14. To ensure via the accurate and timely use of Coins and where it is not possible to capture the information on Coins to provide feedback for your Sales Executive (Team Leader) on enquiry updates, potential reservations, market conditions, visitor feedback, marketing initiatives (past and future), advertising and contributing ideas for discussion that will increase visitor numbers, deals achieved and profit delivered. They will take your feedback to the Weekly Sales Meetings.
15. To produce the Weekly Sales Report for submission to the Sales Manager before close of business on Sunday. This will be organised with you by the Sales Executive Team Leader and Sales Manager.
16. To attend the Sales Pre-Launch Meeting four weeks prior to the first Sales Launch to be briefed and receive all the necessary information and documentation required.
17. To provide accurate and timely written and verbal reports as required by the Company utilising standard documents and formatting where available.

Good Practice and Assistance

18. To carry out Home Demonstration Meetings where requested by Customer Care
19. To carry out the Handover Meetings on day of legal completion (or on a later date by agreement with customer).
20. To ensure the good management of customers and their advisers during the elements of the customer journey for which you have responsibility, and to assist the Sales Progressor as necessary.
21. On occasion sales events or site requirements may mean that you will be asked, with appropriate notice, to work outside of your usual contracted hours or working days and a degree of flexibility will be expected.
22. To carry out any additional task as requested by the Sales Management team or Sales and Marketing Director that may from time to time be deemed necessary.

Marketing

23. To consistently provide Marketing with good quality information that they require for example, where the prospect heard of the company and the development, their personal contact details, their marketing profile/categorisation, their personal preferences including the marketing channel most likely to effective resonant with them and to elicit a good reaction and the type of messaging that they will best respond to.
24. To review the City & Country website, Rightmove and other property portals to ensure that the development and plot specific content is current and correct at all times. The rota for this will be organised by the Sales Executive Team Leader.
25. To review the marketing initiatives and collateral including emailers, adverts when shared by the Marketing team and constructively provide feedback that would, in your opinion, get more better quality purchasers to visit site.
26. To seek out and advise Marketing of any potential case studies to exploit potential PR opportunities.
27. To achieve 90% of all customers willing to recommend a friend to City & Country.

Your Well-being and Training

28. To notify your Sales Executive Team Leader of any issues you have. They will act as your representative and seek to resolve any issues you raise with the Sales Manager/Director responsible for Sales & Marketing. If you feel it appropriate and of such a serious or sensitive

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Job Specific Key Tasks/Responsibilities:

nature you can seek to escalate the matter to a higher level

29. To suggest to your Sales Executive Team Leader of any training needs that you feel you require in order that you can improve your performance for the Company's benefit.

Health & Safety

30. To ensure that all viewings by prospects or customers that you conduct are done so fully in accordance with Company guidance, policies and procedures. You are to efficiently and effectively brief them so that their viewings can be carried out safely and without incident. Where an incident does occur you should follow Company procedures. You are responsible for their safety and well-being. If at any time you feel that the Company's H&S policy or procedures are deficient then you are to immediately bring it to the attention of the Director responsible for H&S.

All City & Country Employee Key Tasks/Responsibilities:

1. To read, understand and adhere to all the principles set out in the **City & Country Vision, Values and Culture** document.
2. To positively embrace and follow the procedures in **Roles & Responsibilities**, the **Key Interaction Stages Summary (KISS)** and the relevant **Departmental Procedures**.
3. To work diligently to achieve or exceed the agreed **Personal, Departmental and Corporate Objectives**.
4. To use the **City & Country Challenge** principles for all Manager and Director approvals.
5. To ensure that published Authority Levels are adhered to at all times.
6. To abide by all Company HR Policies.
7. To manage and allocate all resources effectively within your control on a day-to-day basis.
8. To be aware of all published best practice guidelines, legislation and regulations relevant to the role in order to discharge your duties in a well-informed and competent manner.
9. To read, understand and adhere to the **City & Country Health & Safety Policy**.
10. To nurture strong and mutually beneficial relationships with the other departments to improve communication, understanding, forward planning and delivery of the projects.
11. To represent the Company in a professional and ethical manner to strengthen and enhance the brand and reputation of the Group.
12. To demonstrate cost and best value awareness in what you do and/or control so as to minimise waste and to maximise profit. To bring to the attention of your Sales Manager any opportunities that you see in achieving this objective.
13. To ensure that all communications with stakeholders are handled properly and in a way in which is consistent with the Vision and Values of the business.
14. To be responsible for providing the other departments with the necessary information, properly laid out, to enable them to discharge their responsibilities with the maximum of efficiency but at all times making best use of Company resources.

Experience Required:

1. At least three years' experience in a similar role with a proven track record that you can

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Experience Required:

- demonstrate examples of good sales and customer management success, and the ability to deal with tough negotiations, awkward situations and gain positive outcomes above expectations.
2. Significant experience of and a thorough understanding of the industry, the property market, products, processes and problems (especially relating to construction and its interaction with customers and sales).
 3. A thorough understanding of the process for buying and selling property including the legal aspect.

Essential Skills/Competencies/Qualifications Required:

1. Powerful and persuasive negotiator who is able to identify and 'close' a sale effectively.
2. Genuine desire to understand the customer's true requirements and to succinctly explain how the C & C products meet these requirements and provides an enhanced quality of life.
3. Knowledge of the market and our products in order to successfully sell
4. Customer friendly and have the ability to handle difficult customers.
4. Excellent communication skills – oral and written. To be able to communicate at all levels internally and externally in a professional manner.
5. Excellent analytical and problem-solving skills that result in sound decision making.
6. Good conflict resolution skills.
7. Good organisational and time management skills. The ability to organise in detail, forward planning and to implement a plan successfully against pre-set and agreed parameters (time, cost & quality)
8. Good record keeping.
9. Strong attention to detail.
10. High standard of personal presentation.
11. To have a sound understanding and appreciation of the importance of Health & Safety.
12. To be financially aware (cost management).
13. To be computer literate i.e. Word, Excel, Email
14. Clean driving licence.

Personal characteristics required:

15. Professional.
16. Friendly, Approachable and Respectful.
17. Good communicator – Accurate, Focused and Timely.
18. Self-motivated and Conscientious.
19. Honest, Trustworthy and Hard Working.
20. Positive, Upbeat and Constructive.
21. Forward thinking.
22. Always wanting to sell.
23. Organised with an attention to detail