

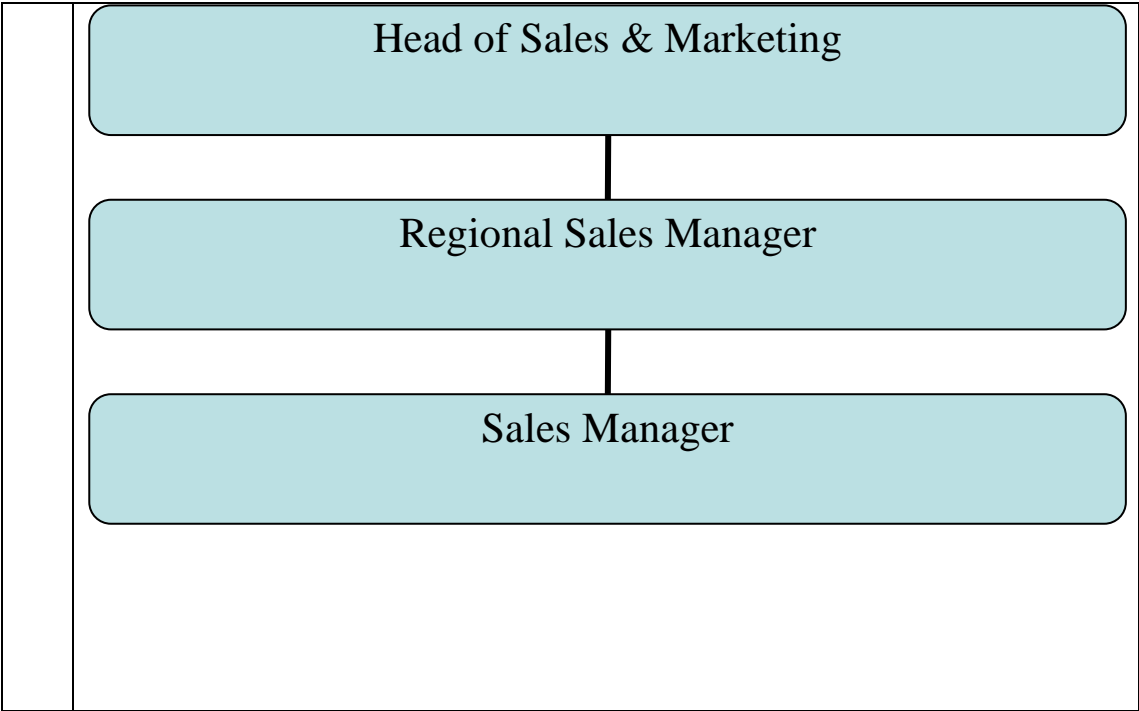
HOME GROUP
JOB DESCRIPTION

1	JOB DETAILS	
	Job Title: Sales Manager	Date: January 2018
	Reports to: Regional Sales Manager	HOMEJD610

2	<p>JOB PURPOSE</p> <p>Maximise sales performance in Home Group in line with business plan by managing regional sales budgets, developing the sales service for all tenures of sales product as per the appropriate sales programme. Support the Sales Executives within the region to achieve success, by adopting a coaching approach.</p>
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3	<p>DIMENSIONS</p> <ul style="list-style-type: none"> • Responsible for the selling of affordable and outright units per annum throughout the region in line with business plan objectives. Number of units per scheme can vary from 2-250. • Coach and lead by example, to ensure the region meet business plan targets and, where possible exceed. • Day to day monitoring of scheme sales budget within the region by ensuring the budget for each scheme is not exceeded and appropriate resources are utilised to ensure units sell swiftly and in line with KPI's. • Continually evaluate the regional sales programme and monitor sales performance taking appropriate steps to ensure all targets are met. • Prepare and carry out the appropriate research and information required when writing scheme appraisal reports of the new build schemes as requested by Development. • Develop and implement procedures and systems to improve the sales operation and increase customer satisfaction. • Reviewing floor layouts to ensure value engineering takes place for all sales stock. • Attendance at site set up meetings, Home Buy events and meetings to build a good working rapport with internal and external clients.
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4	ORGANISATION CHART
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5	<p>KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED</p> <ul style="list-style-type: none"> • Experience of marketing and selling new homes. • Educated to degree level preferred. • Excellent numerical skills. • Professional qualification preferred • Comprehensive experience in a customer focused sales environment with excellent telephone and communication skills • Thorough knowledge of New build sales and the Intermediate housing market • Thorough experience of the conveyancing process and ability to interpret and enhance plans and drawings. • Experience of working within a results driven environment • High level of communication and organisational skills • Substantial knowledge and experience of the affordable housing initiatives, conveyancing and development processes, management companies and regulatory requirements of RP's • Detailed knowledge and understanding of the Homes and Communities capital funding guide • Demonstrable experience of team management and motivating staff towards results delivery. • Willingness to between sites and offices and work flexible hours when necessary including evenings and weekends, in line with our flexible working process • Willingness to lone work and achieve personal milestones and demonstrate the ability to balance team work to achieve collective goals. • Ability to deal with a wide range of clients and negotiate and troubleshoot outcomes that provide win:win solutions • Excellent I.T skills in all main Microsoft Software and ability to easily pick up the use of new systems. • Car driver with car.
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6	<p>KEY RESULT AREAS</p> <ul style="list-style-type: none"> • Adopting a coaching approach to support enable and empower Sales executives to achieve success, and to deliver effective line management of Sales Executives. • Work in partnership with internal teams and external partners to develop and improve systems and processes to ensure high customer satisfaction with the product and sales service. • Ensure that properties are sold within prescribed target times at appropriate prices in line with business expectations and produce monthly reports detailing performance and progress of all developments. • Participate in the approval and viability of all schemes where there is an element of sales • Ensure budgetary and financial compliance for all schemes • Provide support and direct line management to members of staff. • Contribute to ensure that appropriate scheme information is produced for potential purchasers for marketing and completion process. • Liaise with solicitors by producing new scheme instructions and throughout the conveyancing process to ensure all relevant
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	<p>documentation required has been received and submitted by project managers, employers agents etc in a timely manner to avoid any delays in conveyancing or sales completions.</p> <ul style="list-style-type: none"> • Provide accurate reports and monitoring sale activity on a weekly/monthly basis. • Ability to quickly identify changing market conditions to ensure product and marketing are effective and business goals are achieved • Allocation of resources to complete key tasks with the ability to defer, amend and reallocate funds so the overall sales team goals are achieved including use of external consultants and agencies • Working proactively with colleagues to ensure that business and project plans are delivered to the satisfaction of HCA, RP partners and developers <p>Ensuring that sales targets are delivered so that the financial expectations of approved developments is achieved in line with business objectives.</p>
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7	<p>COMMUNICATIONS AND WORKING RELATIONSHIPS</p> <p>External</p> <ul style="list-style-type: none"> • Estate agents • Local Authorities • Solicitors • Developers • HomeBuy Agents • Design companies • Financial advisors/mortgage lenders/ surveyors • Marketing Companies • Other RP's • Purchasers • Site managers and employers agents • Private developers <p>Internal</p> <ul style="list-style-type: none"> • Group Legal Team • Local housing Management Teams • Development team • Finance • Procurement • Leasehold Team • Marketing and PR Team • PMD • Sales and marketing team National
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8	<p>SCOPE FOR IMPACT</p> <ul style="list-style-type: none"> Considerable scope to influence the reputation and business opportunities of Home through work with LA partners, developers and others e.g. tasked with producing product, sales service and market development opportunities.
9	<p>CORPORATE RESPONSIBILITIES</p> <p>Health & Safety As well as taking responsibility for your own health and safety and welfare and ensure that staff under your supervision perform their duties with due regard to the Group's Health and Safety policy, procedures and safe systems of work, in a safe working environment.</p> <p>Training & Development To undertake all reasonable training activity designed to support you in your role.</p> <p>Equal Opportunities To promote equality and diversity as an integral aspect of working at Home and lead by example</p> <p>To undertake any further duties as requested by your line Manager commensurate with the level of your post.</p>

10	<p>JOB DESCRIPTION AGREEMENT</p> <p>Job Holder's signature Date</p> <p>Manager's signature Date</p>
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