

# Job title: Sales Executive

Line manager: Senior Sales Manager

Grade (if applicable): 3

Direct reports: N/A



## Role purpose:

You will be a brand ambassador, responsible for selling on site all sales products which comprise of Outright Sale, Shared Ownership, London Living Rent.

Maximise all sales leads, whilst ensuring set conversion rate targets are met and 80% sales are achieved off plan through effective delivery of sales strategies, working closely with the sales progression and marketing teams.

You will provide consistent excellent customer service to our buyers at all stages of the journey.

## Key results:

- Effectively manage and respond to all leads in line with KPI targets, across all of our tenure products including Shared Ownership, Outright Sales, and London Living Rent products.
- Deliver Reservations, Exchanges and Completed sales in accordance with the site-specific sales targets set for the site or sites allocated to them.
- Regularly review the development customer journey ensuring a consistent and positive experience at all touch points.
- Ensure that sales offices and show homes are properly equipped, always resourced and specifically that promotional material is available and up to date.
- The core responsibilities will include running the sales and marketing suite which will include daily inspection of the show units that these are presentable and to the standard required by the company.
- To ensure that site presentation, advertising hoardings, flags and general external promotional and branding imagery is to the standard that the company requires.
- Welcome visitors, arrange and undertake viewings, ensure all aspects of the development are promoted effectively and objections are handled professionally and ethically.
- Match all developments available to secure the maximum possible sales, ensuring that all customers are qualified.
- Monitor and maintain the site prospective purchaser database and regularly contact prospective purchasers and ascertain their level of interest. Report on a weekly basis on the level of sales activity and monitor effectiveness of marketing campaigns.
- Qualify prospective purchasers for eligibility, affordability, and commitment specifically eligibility for shared ownership and shared equity products.
- Provide input into sales strategies, devise strong, customer-focused solutions that overcome barriers to sale and enhance the buyer experience in line with the Peabody brand.
- Use marketing initiatives effectively and feedback on success to ensure a consistent sales rate is maintained.
- Ensure the requirements and standards set by the Company, Local Authority, Homes England, Mayor for London or Greater London Authority or such other relevant body are met.
- Reinforce a culture of continuous improvement, achieving efficiencies, overcoming barriers for sale, and optimising the sales journey.
- Arrange Independent Financial Consultation so that prospective purchasers have obtained proper financial qualification and that it has been verified.
- Ensure that all prospective purchasers are dealt with in accordance with the level of customer service required by the company, consumer code and relevant authorities and agencies.
- Demonstrate a comprehensive understanding of the new homes' sales process.
- Support the Sales Progression lead with progressing sales from reservation through to exchange of contracts and legal completion in line with company procedures and set targets.
- Competently undertake competitor analysis. Liaise with instructed introduction agents and local agents to monitor sales activity in the area.
- Work within General Data Protection Regulations (GDPR) and ensure that the work the team does is compliant.

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## Success metrics:

- Deliver against set budget for current financial year 24/25, supporting the overall financial objective.
- Deliver against Sales & Marketing strategies that achieve 80% off plan sales.
- Deliver an excellent customer experience, to achieve consistent 90% customer satisfaction rate at all stages of the customer journey which includes 5-star reviews.
- 100% accuracy score for data quality.
- Leads are effectively managed within set KPI's and set conversion rates are achieved.
- Demonstrate a strong commitment to the principles of equality, diversity, and inclusion.

## About you:

### You will be:

- Commercially astute with a good understanding of the market and competitors.
- Committed to delivering high quality customer-driven services, demonstrating best practice, and achieving best value.
- You will be a brand ambassador and champion our values every day in the way you deal with customers and colleagues.
- You will be willing to work unsociable hours (evenings & weekends) as part of the role.
- You may be required to work in London and or Counties developments.

### You will have:

- Previous experience and proven track record within the residential housing market (private sale and/or intermediate housing sector)
- Expert knowledge of Outright Sale, Rent-to-Buy, London Living Rent and Shared Ownership schemes as set up by the Government, coupled with understanding of customer eligibility for low-cost home ownership products.
- Knowledge of all products including multi tenure, services, and policies within the wider housing market to provide a knowledgeable and professional customer experience.
- Experience of managing relationships with third parties including agents, solicitors and IFAs.
- An understanding of the affordable housing sector, Local Authority and HE requirements in line with the Capital Funding Guide.
- Demonstrable experience of achieving and exceeding targets and achieving KPI's.
- Ability to work under pressure and manage high volume numbers of sales and enquiries.
- Work with gravitas, courage, maturity and be calm under pressure, building credibility and respect with customers as well as internal and external stakeholders. With strong interpersonal communication and selling skills that enables you to give timely feedback in a frank, positive way.
- Highly organised, solution-focused problem-solving skills, able to work under pressure in a dynamic sales environment and manage high volume of projects and deadlines.
- Excellent written skills, including experience of preparing succinct, accurate reports and statistical analysis with excellent attention to detail.
- You will have comprehensive understanding of CRM (Client Relationship Management) systems and be able to manipulate data into different presentation styles
- You will have the ability to inspire colleagues in a positive way through support and encouragement while also tackling any performance issues early and decisively to avoid problems from developing further.
- Full driving licence and access to a vehicle is desirable for this role.

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