

<b>Job Title:</b>	<b>Sales Executive</b>
<b>Business:</b>	<b>Taylor Wimpey South East</b>
<b>Location:</b>	<b>Kent area</b>
<b>Reports to:</b>	<b>Field Sales Manager</b>
<b>Direct Reports:</b>	
<b>Main Interfaces:</b>	

<b>Overall Purpose</b>
<p>To secure the sale of new homes and achieve contract exchanges and legal completions in line with company targets.</p> <p>To undertake all Customer Care requirements of the company in accordance with the Growing Wiser best practice guidelines.</p> <p>To utilise sales tools, promotions and incentives in accordance with company procedures to maximise the selling price of properties.</p> <p>To manage all sales proceeding including regular contact with customers to ensure contract exchange deadlines are achieved and that customers are kept fully informed throughout the home buying process.</p> <p>To maintain accurate records of all visitors, sales and sales of optional extras and to communicate this information to third parties as required.</p> <p>To sell and promote the sales of customer extras in order to maximise company revenues.</p> <p>To provide feedback and reports as required by management regarding visitors, sales and sales proceeding.</p> <p>To undertake analysis of competitor products, sales and selling prices and to provide feedback to management as required.</p> <p>To follow and adhere to the company procedures and standards of performance.</p> <p>To work in accordance with the requirements of the business unit Sales Manual.</p>

<b>Key Activities</b>
<p><b>Market Research/Competitor Analysis</b></p> <ul style="list-style-type: none"> <li>• Undertake market research and competitor analysis, as required, in order to make recommendation to the Field Sales Manager and Sales and Marketing Director regarding sales release prices.</li> <li>• Analyse company and competitor product and second hand homes in terms of location, design, specification, advertised price, incentives/deals and sales rates in order to determine comparable net selling prices for company product and use this analysis to make recommendations to maximise selling prices.</li> <li>• Make recommendations for design and development of company product based on feedback received from customers and on observations and feedback received from competitors.</li> </ul>

## **Sales Process**

- Undertake preparations prior to commencement of sales on a development including, but not limited to, location for direction signs, information on local facilities and schooling, contacts with local estate agents and solicitors, obtaining pre-sale mortgage valuations and compilation of a full competitor analysis.
- Make recommendation to Sales and Marketing Director in relation to advertising, and signage to ensure that visitor levels are at the required level.
- Make contact with all potential customers who have registered an interest via web site, telephone calls and other methods.
- Register all visitor details and submit to Sales Administrator.
- Pre-qualify customers in respect of affordability and individual needs.
- To promote the use by customers of company approved mortgage brokers and solicitors in order to facilitate the achievement of contract exchange deadlines.
- To utilise sales tools, promotions and incentives in accordance with company procedures to maximise the selling price of properties.
- To present the product being sold, whether it be properties or optional extras, in a manner which maximises selling prices.
- To represent to customers the culture of the company and its standards in accordance with the Growing Wiser best practice guidelines.
- Complete sales paperwork including reservation form, receipt form for deposit taken and all other paperwork, in accordance with both the business unit Sales Manual and the Growing Wiser best practice guidelines and submit to Sales Administrator.
- Achieve reservations in line with targets set and company procedures.
- Issue customer with "At Hand" Manual.
- Maximise the sales of optional extras, complete the customer choice and optional extras paperwork and forward to Options Administrator.
- Complete all necessary sales paperwork in accordance with company policy as contained in Sales Manual.
- Attend meetings as required with Sales and Marketing Director and/or Field Sales Manager to review site progress.
- Maintain regular customer contact to expedite the exchange of contract.
- Undertake weekly meetings with the site manager regarding sales and production issues.
- Provide weekly feedback and reports as required by management regarding visitors, sales, sales proceeding and competitor activity.
- To work in a manner which encourages the provision of referral sales leads from existing customers.
- To ensure that company Health & Safety procedures are followed at all times with regard to customer access into construction areas of the development.

## **Customer Care / Growing Wiser**

- To prepare and compile both "At Hand" and "At Home" manuals in accordance with company procedures.
- Issue customer with "At Hand" manual at reservation.
- Carry out joint inspection of plot with the site manager to accept the house as build complete and specification is in accordance with the customer expectation.
- Arrange and carry out familiarisation visit with customer and site manager and issue customer with "At Home" manual.
- Release key to customer on confirmation that customer funds are cleared.
- Carry out customer visits in line with company procedure after 7 days, 28 days and 5 weeks to check on customer satisfaction and encourage the return of the customer satisfaction survey.
- To work at all times in accordance with the Growing Wiser best practice guidelines.

### **Site Presentation**

- Ensure that personal presentation is at all times in accordance with the company standards and that the correct uniform is worn at all times during working hours.
- Ensure that the sales area and show homes are kept clean and presented to the highest possible standard with weekly inspections as a minimum, advising production staff and the Field Sales Manager of any works required.
- Ensure all site signage and flags are kept clean and unobstructed.
- Ensure availability of a full supply of brochures, product marketing material and marketing material relating to company strategy at all times.
- Ensure unsold standing stock is presented to a high standard.
- Ensure that all First Aid certificates are current and displayed and that First Aid facilities are available in accordance with company standards.
- Ensure that all safety equipment, including PPE and fire extinguishers, is available for customers in accordance with the company standards.

### **Support & Training**

- To provide guidance and support to the Assistant Sales Executive, in conjunction with the Field Sales Manager, to develop their skills and experience to enable them to progress into the role of a full Sales Executive.

### **Key Competencies**

- Concern for standards.
- Customer focus.
- Listening.
- Negotiating
- Perseverance.
- Results orientated.

### **Key Experience**

- Previous experience of selling houses.
- Previous experience of dealing with the public.
- Senior sales executive will need to demonstrate a number of years selling experience and be able to demonstrate an ability to achieve selling targets.

**If you wish to be considered for this role then please apply to Michelle Sowten, Sales & Marketing Secretary ([Michelle.Sowten@taylorwimpey.com](mailto:Michelle.Sowten@taylorwimpey.com)) by 11<sup>th</sup> March 2010.**