

# Sales Executive

## Sales Team

Overview	
<b>Role Purpose</b>	Responsible for managing leads and prospective purchasers with the principle aim of converting leads to sales across the Notting Hill Genesis sales programme. Ensuring that customers have an outstanding experience through the buying process. Maximising sales revenue and achieving sales targets.
<b>Responsible for</b>	New build Shared Ownership sales New build Private Sales (open market)
<b>Reports to</b>	Sales Manager
<b>Line management</b>	N/A
<b>Tier</b>	Tier 9
<b>Expectation Level</b>	Colleague
Role relationships	
<b>Internal</b>	Sales Managers, Progression Manager, Sales Executives, Marketing Campaigns Manager and Client Delivery Team, Finance Team, Defects Team, Development
<b>External</b>	Customers, Valuers, Brokers, Contractors, Agents and Solicitors

Role accountabilities	
<p><b>Operations</b></p> <ul style="list-style-type: none"> <li>• Set up, lead and coordinate viewings for allocated developments. Wherever possible, ensure developments are open 5 days a week until the final home is sold.</li> <li>• Put in place launch day logistics working with the Marketing Campaigns Manager for your schemes.</li> <li>• Ahead of launch, work with relevant internal and external colleagues to ensure all information for launch is in place, including but not limited to, lease, sale contracts, important information packs, service charge schedules, heat agreements, show home access and price lists.</li> <li>• Work with the Marketing Campaigns Manager to produce marketing collateral which is fit for purpose and customer friendly. Agree show home dressing and sales brochure information.</li> <li>• Minimise void time for all homes, working towards the off plan and sales targets set by the Sales Manager.</li> <li>• Conduct outbound calls to leads and interested potential purchasers to maximise the conversion rate to sale.</li> <li>• Collaborate with the Marketing Campaigns Manager to ensure that the target number of leads are generated, and they are of good quality making suggestions for improvements where relevant.</li> <li>• Collaborate with the Digital Marketing team to ensure that your website listings are effective and demonstrate the appropriate USP's of your product and they are up to date at all times.</li> </ul>	

## Role accountabilities

- Complete monthly competitor analysis of other new build developments selling in the location of your schemes and report findings to influence ongoing marketing.
- Match and run the allocation process for Shared Ownership sales. Make offers, interview applicants, assess their needs and take appropriate action to guide them through the sales process within target timescales.
- Ensure that all governing body regulations and compliance requirements are met, including but not limited to GLA policy, Homes England policy and s106 requirements.
- Work closely with the Local Authority and proactively push to cascade eligibility at the appropriate time to ensure homes can be sold effectively.
- Ensure that the sales CRM is kept up to date and that information is accurate at all times.
- Work within General Data Protection Regulations at all times.
- Report any defects or repairs to the relevant department as necessary and ensure resolution
- Be the centre of knowledge for the schemes allocated to you.
- Ensure show homes and any external areas are clean, tidy and presentable at all times.
- Adhere with NHG's policy for void management where applicable.
- Ensure invoices are passed over to the Sales Support team in a timely manner for processing.
- Represent NHG where requested at public events such as Home Shows or exhibitions.

### Customer Service

- Ensure that every customer has an outstanding experience of purchasing a home with NHG.
- Ensure that all enquiries are responded to within target timescales and resolved on first contact wherever possible.
- Respond to any customer complaints as necessary and aim to resolve the issue on first contact.
- Work with the Customer Relations Team to feedback information that might be helpful for customer enquiries. Equally, actively seek feedback from the Customer Relations Team.
- Regularly monitor customer satisfaction results, taking steps to improve performance wherever possible.
- Make recommendations to managers and senior managers on ways in which NHG can improve customer satisfaction at a strategic level.
- Ensure every customer has a personal home tour ahead of completion and demonstrate how things work. Report any defects to the relevant team as necessary and ensure resolution.
- Meet and greet the customer in their new home on the day of completion to complete the key handover.

### Relationships

- Build and maintain effective relationships across the Sales and Marketing teams with a view to improving customer experience and meeting targets.
- Develop strong and effective relationships with Local Authority partners, solicitors, sales agents, IFAs, developers and other NHG departments.

### General

- Ensure you follow the financial regulations, policies and procedures at NHG.
- Ensure that you follow relevant Health and Safety policies and related procedures, keeping up to date with changes and taking action to maintain personal health and safety and that of others.

The tasks and responsibilities outlined above are not exhaustive; the post holder may undertake other duties as is reasonably required.

To do the job well, we have outlined the knowledge, experience, and skills you need to do the job.

Personal Specification	
<b>Experience (executive)</b>	
<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• Experience of working within a target driven, sales environment.</li> <li>• Experience of working in a customer facing environment.</li> <li>• Strong track record in hitting targets</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of the conveyancing process in England.</li> <li>• Understanding of affordable home ownership products.</li> </ul>
<b>Professional expertise (know how &amp; experience)</b>	
<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>	
<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• A strong and confident negotiator who is able to convince others to their point of view.</li> <li>• Ability to interpret complex information and present in plain English, both verbally and in writing.</li> <li>• Excellent customer service.</li> <li>• Ability to self-motivate to achieve targets.</li> <li>• Effective IT skills including basic/intermediate/advanced MS Office skills.</li> </ul>	
<b>Qualifications and/or professional membership</b>	
<b>Essential</b>	<b>Desirable</b>
N/A	N/A

NHG Expectations
<p>NHG expectations framework outlines what we expect from our staff at the five different expectation levels we have across the organisation.</p> <p>This role is a <b>Colleague / Tier 9</b> expectation level and therefore you should refer to the <b>Colleague / Tier 9</b> expectation profile in addition to this role profile.</p> <p>The full NHG expectations framework is available on our external job site page and intranet, Milo.</p>

You'll be assessed on the knowledge, experience, skills, and expectations criteria at various stages throughout the selection process.

## Safeguarding

Any appointment to this post is conditional upon and subject to:

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- SMCR Tier 3 check
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