



JOB DESCRIPTION

Job Title: Sales Consultant

Reports to: Area Sales Manager

Accountable to: Head of Sales

Job Purpose: The Sales Consultant is Redrow's 'ambassador' to prospective and existing customers, requiring a professional and courteous image at all times. The job purpose is to offer properties for sale in accordance with timing and rates given by the Head of Sales and close sales at the earliest opportunity and best price. The Sales Consultant will be actively involved with all parties to achieve legal completion, and will ensure that properties are ready, to company standards, at handover and that the highest levels of customer satisfaction are delivered.

Responsible for:

Staff:

Budgets:

Show house cleaners and gardeners.

Proper administration of petty cash

Scope:

The Sales Department in an Operating Division is responsible for marketing and advertising the company's developments locally, ensuring at all times that a professional, corporate image is projected which promotes the Redrow brand. The key objective is to achieve sales at the appropriate rates/prices as agreed with the Managing/\Divisional Director and Head of Sales.

The job holder works closely with the Site Manager to ensure company standards are maintained and target legal completions are achieved.

The value of sales, per development, is typically £5 - £10 million.

The opening days for sales on site are determined by the Head of Sales and the job holder is required to demonstrate reasonable flexibility with regards to days worked.

Key Responsibilities:

1. Pre-Development

- Contribute to the marketing of the site in terms of considering and suggesting new ideas to generate interest.
- Conduct market research to establish what the competition, second hand and rental markets are achieving.
- Attend all promotional events associated with own development.

2. Commencement of Development

- Maximise sales revenue and profitability by achieving agreed sales targets and prices.

2.1 Presentation

- Carry out daily inspections to ensure accurate visual signage on and off the development directs customers effectively to the Marketing Suite; rectify any problems.
- To meet, greet and qualify prospective customers with a view to closing a sale at the earliest opportunity and at the best price.
- Demonstrate both show homes and individual plots as appropriate.
- Ensure that all information in the sales offices is well displayed at all times and report any potential Property Misdescriptions Act discrepancies to immediate manager.
- Ensure that the show home and marketing suite presentation and cleanliness are maintained to a high standard at all times and that remedial matters are resolved as soon as possible and cost effectively.
- 'Manage' the sales aspect of the development on a daily basis. Daily inspect any 'stock plots'.
- Inspect cleaning and landscaping to ensure completed to company standards and endeavour to resolve any issues with the external contractors; report outstanding matters to immediate manager.
- Ensure a plentiful supply of all literature and stationery is available by regularly monitoring the same.
- Comply with corporate dress code on site at all times.

2.2 Procedures/Information

- Collect and utilise accurate data regarding prospective customers, as specified in the Sales Consultant Manual and make the information available for use by the divisional sales department and Group marketing.
- Respond to all enquiries, whatever the source and dispatch, or arrange to dispatch, literature and details within 24 hours of enquiry.
- Effectively promote Mastermove and customer choices/extras in accordance with company procedures to optimise overall value of the sale.
- In cases of Home Exchange, obtain full details and follow procedures as specified in the Sales Consultant Manual.

- Keep full and accurate information on SBMS regarding contract chasing, customers' extras, and all communications with the customer and any other matters concerning the plot.
- Encourage the use of approved Independent Financial Advisors.
- Ensure notices are served in line with monthly targets.
- Ensure 'site journal' is up to date with all relevant site information and local amenities to assist prospective customers in the buying process.
- Effective daily use of the company's Information System (SBMS).

3. Customer Service

- With the Site Manager, inspect each dwelling thoroughly on build completion and advise regional office if a property is ready for inspection by the customer. Only accept plots that are properly completed, cleaned and finished to a good and acceptable.
- Handle any customer requirements after legal completion and occupation with empathy and efficiency in accordance with Group procedures and with the objective of ensuring that customers recommend Redrow when asked.
- Comply with all other Sales Consultants' responsibilities as laid down in Customer Services procedures and as reviewed from time to time.

4. Staff/Teamwork

- Understand the build process, develop a good working relationship with the Site Manager, maintain a working knowledge of the build progress of each plot, and update customers on a weekly basis, being mindful of the need to under promise and over deliver.
 - Hold a weekly sales/site meeting with the Site Manager to discuss in detail plot and sales progress, presentation, customer choices and extras and customer service.
 - Systematically communicate with all parties involved in a customer's sale and plot purchase to ensure contracts are exchanged within the deadline set. Communicate a full summary of this information to the regional office in order to ensure that internal colleagues give consistent information to customers.
 - Communicate effectively through appropriate use of the day book and by telephone calls to ensure development is properly "handed over" to incoming colleague.
5. Adhere to all procedures as laid down in the Sales Consultants' Manual
 6. Comply with Sales Consultants' responsibilities as defined in the Group's Health & Safety & Environment Policy, with particular responsibility for the Health & Safety of members of the public.
 7. At all times comply with any other relevant company policies, procedures and instructions.
 8. Contribute to improving the business and enhancing the reputation of the company by putting forward new ideas and by implementing change when requested to do so.

Working Relationships:

Effective working relationships are an essential part of daily working life. This role requires the job holder to be a strong team player to ensure all targets are achieved.

Internal: Colleagues within Operating Division;
Maintaining an effective working relationship with the Site Manager is essential in order to achieve company targets and ensure the highest levels of customer satisfaction; and

External: Customers and their relevant external parties, and contractors e.g gardeners, contract cleaners, estate agents, independent financial advisors and competitors.

Decision Making Authority:

- Sale of house down to base price.
- Accepting hand over of build completed units from Site in line with Customer Services procedures.
- Plan and seek approval for rotas two to three months in advance to optimise cover of development by Redrow
- Make appropriate decisions regarding all aspects of Site presentation inline with company policy.
- Make considered decisions regarding choices for kitchens and tiles for unsold units to optimise saleability; and order carpets for stock units.

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Division.