

Curriculum Vitae

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Profile

I am a highly-performing, professional and proactive individual with significant experience within the new-build industry. I offer inspiring enthusiasm and proactivity, and pull on many areas of best practice to achieve sales and marketing goals. I take significant pride in delivering excellent customer service and encourage the same in coworkers through coaching and mentoring.

- Career Objectives

I am currently looking for a challenging role with a new home developer in the North West. My goal is to remain associated with a highly reputable house builder, known for quality and customer satisfaction, in a role where I can utilise my existing knowledge and skills to help shape the Sales experience and make a true difference.

Work History

Trainee Field Sales Manager (June 2017 – October 2017) **Wainhomes, NW**

- Responsible for four ongoing developments
- Developed sales and marketing plans and strategies
- Planned and implemented the launch of new developments; setting up new sales offices
- Negotiated plot deals
- Produced sales and marketing materials
- Promoted part exchange and handled enquiries
- Liaised with external agents (marketing, interior designers, solicitors, etc.)
- Provided coaching and training to sales advisors
- Developed relationships with site management
- Line managed Sales Advisors on allocated developments
- Monitored Sales Advisor responses to customer enquiries
- Dealt with complex customer enquiries/ complaints
- Worked with providers and to section 106 regulations in connection with affordable housing
- Reported regional visitor and sales figures
- Conducted competitor valuation and research

Sales Advisor (July 2016 – June 2017) **Bloor Homes, NW**

- Typical Sales Advisor duties and responsibilities as per Persimmon
- Dedicated trainer and mentor for new and existing staff
- Developed new procedures, including consistent filing systems across all Bloor NW developments
- Led roll out of new sales and enquiry management system, Sitestream, across all Bloor NW sites as system 'Superuser'
- Key contact point for colleagues with queries in relation to policy and process

Home Sales Executive (January 2016 – July 2016) **Keepmoat, NW**

- Typical Sales Advisor duties and responsibilities as per Persimmon
- Developed comprehensive knowledge of COINS and completed regional data input/ cleansing
- Compiled and issued 'HUG's' using online NHBC system
- Compiled competitor information for upcoming sites
- Audited online systems
- Ensured standards are implemented by following company processes
- Complied with company procedures, health and safety and first aid

Sales Executive (January 2015 – January 2016)
Persimmon Homes, NW

- Managed all aspects of the development including sales, maintenance, presentation, quality, standards and customer satisfaction levels
- Responsible for all aspects of reservations and dedicated to meeting sales targets
- Liaised with solicitors, financial advisors and property agents to help move sales forward
- Delivered first class levels of customer service to help promote company standards
- Responsible for new home demonstrations to introduce customers to their new home
- Efficiently updated sales admin systems with relevant information
- Ensured show homes kept to an excellent standard

Hall Manager (September 2011 – January 2015)
Pemberton Masonic Hall, Wigan

- Managed all operations of the Hall, including sales, maintenance, presentation, quality standards, staffing requirements and customer satisfaction levels
- Increased bookings and enquiries through advertisement, promotion, community events, and networking
- Delivered superior levels of guest service, promoting satisfaction and repeat business
- Motivated the hospitality team and training new members of staff
- Ensured compliance with relevant legislation, such as health and safety, food hygiene, etc.
- Maintained staffing roster

Business Owner (May 2006 – July 2015)
Waterford Catering, Wigan

- Serviced events to a variety of customer groups, including private functions such as weddings, corporate lunches, sportsman's dinners, etc.
- Planned bespoke events and menus based on customer requirements
- Advertised and promoted the company brand to continually increase bookings
- Motivated staff and boosting morale in order ensure a high level of service
- All business administration responsibilities, including contracting, accounts, updating computer databases, staff recruitment and selection, training, payroll, letter/telephone/email correspondence and much more

Additional Jobs

- **Club Steward** (June 2011 – September 2011) Newtown Conservative Club
- **Waiter** (September 2002 – May 2006) Lindley Catering, Golborne

Skills Profile

I am knowledgeable, trustworthy and hardworking with experience of working in the New-Build Homes industry, combined with over 10 years' experience in Hospitality Management, between which I have developed many transferable skills:

Industry knowledge

- Significant knowledge of new build house prices, specifications, developments, market competitors, and the buying procedure.
- Experience of administering and overseeing the full sales process, inc. reservation process, sales administration, quality standards sign-off, new home demonstrations and key release.
- A refined eye for detail, appreciating the importance of overall impressions, presentation, and the 'shop-window'.
- Dedication to customer experience and satisfaction.

Customer service and communication

- Excellent communication and customer service skills.
- Ability to effectively engage with customers on their level, allowing for a true understanding of their needs before taking steps to meet them.
- A professional yet friendly and natural communication style.
- Confident, articulate, and smart in appearance.

Promotion and sales

- Ability to raise awareness of products and services through a variety of methods.
- Personable sales approach, guiding customers to self-select their desired product, visualise their purchase, and develop attachment.

- Ability to produce informative, customer-friendly, documentation and information guides.
- Appreciations of customer expectations, having personally purchased three new build properties within the past five years.

Leadership and teamwork

- Strong leadership and motivational skills.
- Strong and experienced people manager.
- Practiced coaching and mentoring skills, supporting both new and existing staff.
- Proven ability to work well as part of a team whilst remaining confident to use own initiative.
- Ability to build instant rapport.

IT skills

- Computer literate with excellent working knowledge of all Microsoft packages and bespoke sales administration systems.
- Website development and maintenance skills.
- Ability to effectively utilise various social media channels.

Organisational skills

- Excellent organisational skills, with ability to prioritise to meet deadlines.
- Ability to take ownership of issues and to work alone with little or no supervision.
- Constantly achieve performance goals through enthusiasm, tenacity and initiative.
- Proactive and assertive, creative and resourceful.

Additional skills

- Hard working, task driven and people orientated.
- A strong work ethic, taking on any task with a view to 'getting the job done'.
- A 'can do', outgoing and dependable attitude which contributes to the success of any business.
- A consistent, hardworking, highly motivated person who enjoys working with the public.
- An eye for detail and very high standards regarding cleanliness.

Additional Information

- Education

- Secondary School Education: Mornington Road High School, Wigan

- Transport

- Full driving license and own a car