

# DEBRA CATCHESIDE

Address: 15 Swan Court, Sunderland, SR5 3QE  
Email: [debracatcheside.64@gmail.com](mailto:debracatcheside.64@gmail.com) | Mob: 07951465049

## Profile

High achieving and experienced professional with a strong track record of nurturing profitable volume sales in the private housing/property sectors. Highly motivated and results orientated with the ability to manage accounts, increase revenue and sales, work in cross-functional teams and to exceed challenging revenue targets.

An influential sales leader that has the ability to motivate, educate and bridge the gap to achieve results by building long-term and mutually beneficial internal & external client relationships. Excellent communication, numerical and negotiation skills, with a proven ability to seize opportunities, whilst building long lasting trust, and mutual respect at all levels.

## Signature Skills

- Business Development
- Direct Sales
- Consultative selling
- Direct Sales
- Resource Allocation
- Administration
- Excellent communication & presentation skills
- Strong leadership, team work, coaching & motivation skills to reach targets
- Results & Target driven
- Negotiation
- Multi-tasking & analytical task prioritising
- Commercial Awareness
- Building effective & mutually beneficial partnerships

## Career History

### Linden Homes

Jul 2017 to Present

#### Sales Negotiator, development of 4/5 bed executive properties

- Adhering to sales targets set by the organisation and providing insight as to how these can be exceeded.
- Demonstrating effective communication skills when talking to customers regarding valuations and house purchases.
- Assisting with administration duties including emailing, filing, scanning, data management and diary management.
- Providing exceptional customer service to ensure a consultative interaction and overcoming any objections to sale with tenacity and product knowledge.

### Gleeson Homes

Aug 2016 to Jul 2017

#### Sales Negotiator, development of 2, 3 & 4 bed properties

- Building rapport with clients to support relationships and utilising any opportunity to establish further business.
- Performing in a target-driven environment working towards own and team deliverables.
- Leading from the front by displaying excellent standards and service excellence.

### Barrat Homes North East

2010 to Aug 2016

#### Sales Assistant

- Maximising sales from existing customer base whilst also increasing levels of customer satisfaction and retention.
- Identifying opportunities to optimise further business through up/cross selling.
- Ensuring the business and its products/services are presented in accordance to brand expectations.
- Liaising with Solicitors, Mortgage Advisors and ensuring the information is kept confidential.

**1st Storage Centre**  
**Assistant Manager**

2008 to 2010

- Supervisory responsibility for colleagues ensuring the completion of sales targets.
- Assessing priorities, allocating timescales distributing work according to priority and level of expertise required.
- Managing documentation including invoices, receipts and providing administrative support.
- Working to targets as well as own and wider team deliverables.
- Ensuring the diary is maintained accordingly and ensuring any conflicting demands are resolved in good time.

**Bellway Homes**  
**Sales Executive**

2007 to 2008

- Dealing with a large number of clients on a daily basis and ensuring complete satisfaction.
- Recognised as the key point of contact when resolving any issues/problems.
- Developing effective business relationships to influence, negotiate and secure new sales.

**Charles Church**  
**Sales Executive**

2007 to 2008

- Employing a professional approach and demeanour when cold calling to achieve sales targets.
- Adhering to internal service levels and providing extended support to peers or other departments as required.

**Frank Knight Chartered Surveyors**  
**Receptionist**

2002 to 2007

- Providing an exceptional service to clients on arrival into reception.
- Orientating the environment to a welcoming, professional setting with proactive service.
- Diary management ensuring that this is maintained accordingly and ensuring any conflicting demands are resolved in good time.

## Overview of Earlier Career

**Ward Hardway Solicitors**, Receptionist/Telephonist  
**Specsavers**, Receptionist  
**Various companies**, Professional Hairsylist

1998 to 2002  
1996 to 1998  
1981 to 1996

## Other Information

Full UK Driving Licence (Own Transport)

## References

Provided on request