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| **Job title:** | Sales Executive |
| **Department:** | Sales |
| **Responsible to:** | Sales Manager/ Field Sales Manager |
| **Responsible for:** | NA |

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| **Job Role:**  To secure and progress reservations through to completion, whilst providing 5\* customer service and ensuring KPI’s are achieved. |
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| **Main Duties and Responsibilities:**   1. **Effective delivery of sales targets:**  * Deliver KPI targets, including but not limited to:   + Reservations   + Price performance   + Days to exchange   + Legal completions * Manage negotiations to achieve sales targets with a focus on price improvement * Ensure all sales that are using schemes are managed appropriately  1. **Deliver 5\* customer service and experience:**  * Provide an excellent customer journey experience to all customers to achieve 5\* HBF status excellent Trustpilot reviews, and at least a pass from a mystery shop assessment * Recognise customer profiles to tailor your approach and build rapport * Provide knowledgeable information and thorough show home demonstrations * Establish customer requirements, needs, and wants to provide relevant information * Provide and explain all relevant information to customers including plans, products, pricing etc. Ensuring that the information is up to date and fully understood, whilst managing customer expectations * Maintain contact with customers on a regular basis, focusing on ensuring an excellent customer journey and providing progress updates * Undertake customer choices and extras appointments * Respond to customer enquiries, questions, and concerns in line with the customer journey * Provide knowledgeable and informative new home demonstrations and handovers  1. **Represent and deliver the high-quality standards of Story Homes:**  * Promote the products and homes, highlighting features, benefits and USPs * Carry out regular plot checks to identify and report quality and presentation concerns to site team and management to maintain quality standards * Regularly review and maintain site and show home presentation standards and highlight to management any areas requiring improvement * Take part in weekly site and sales team meetings to discuss presentation standards and actions to take * Proudly represent Story Homes and promote the company values to all customers and colleagues |

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| 1. **Provide accurate and timely information and data to customers and colleagues:**  * Provide accurate and up to date information, with all customer journey information recorded on the CRM system * Accurately explain working drawings and plans * Liaise and communicate effectively with external bodies such as solicitors and financial advisers to achieve exchange targets * Conduct regular meetings with Site and Sales Managers to ensure processes run smoothly and issues are highlighted, actioned, and resolved * Provide handover documentation to customers including adherence to company policy and procedures * Conduct and provide competitor report monthly, on time and accurately * Provide Comms and Marketing with customer stories and feedback from marketing campaigns  1. **Compliance with training and regulatory bodies:**  * Pro-actively complete all required training within set timescales * Understand and adhere to relevant industry regulations * Take responsibility for own learning, ensuring evidence of learning is recorded and saved * Identify own areas of improvement and highlight to management * Pro-actively participate in training sessions * Mentor and guide Trainee Sales Executives * Understand and adhere to Health and Safety requirements and expectations |

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| **Key Attributes** | Core:   * Experience managing a new build development and working to targets * Excellent sales and communication skills * High standards of presentation * Knowledge of the conveyancing process and a proven history working with solicitors and financial advisors * Effective negotiation skills * Proactive, professional, and self- driven * Excellent demonstration skills and knowledge * Ability to work independently * Ability to be an effective team player * Proven ability to meet and exceed sales targets whilst managing a varied workload in a fast-paced environment |
|  | Desirable:   * Ability to adapt to change and a willingness to make suggestions for business improvement * A flexible approach to working days/ hours to meet the needs of the business * Confident training new starters and trainees |

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| **Qualifications/**  **Experience** | Core:   * Previous experience working in the new build industry and managing a new home development * Experience of selling off plan * Good literacy, numeracy, and IT skills * Good knowledge of the local market * Full UK driving licence and own transport |
| Desirable:   * First Aid * Industry related qualifications * Experience working with and maintaining Sales CRM systems * Understanding of working drawings and construction process * Knowledge of home buying schemes * Understanding of working drawings and build process |

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| **I confirm I have read and understood my job description.** | | | |
| Employee Name |  | Date |  |
| Employee Signature |  | Date |  |
| Line Manager Signature |  | Date |  |

I*t is a requirement of Story Homes that all staff work in a flexible manner compatible with their job and in line with the objectives of the company. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of the business.*