



SALES MANAGER

JOB DESCRIPTION

Creating Better Life Experiences.
One Home at a Time.

BLOOR HOMES[®]

Job title	Sales Manager
Department	Sales & Marketing
Responsible to	Sales Director
Responsible for	Sales Advisor

POSITION SUMMARY

To help achieve sales targets in accordance with approved Company and Development Sales & Marketing Plans.

KEY WORKING RELATIONSHIPS

Sales Director, Sales Advisor, Sales Secretary, Marketing Administrator, Construction Department.

MAIN DUTIES

1. Forward planning weekly visits to all sites, prioritising work and ensuring staffing requirements are organised in advance.
2. Ensuring sales are negotiated to achieve maximum price with minimal incentives, empowering the team with relevant information, delivering at pace, keeping both self and Sales Team motivated and focused on results.
3. Close monitoring the progress of existing sales and part exchanges to ensure the achievement of target exchanges and legal completions, ensuring Sales Advisors, IFA and solicitors are aware of monthly completions.
4. Induction, training and on-going coaching of both existing and new Sales Advisors through 1:1 meetings, local team sessions, SSP refresher training and mystery shop reviews. Agreeing personal development plans where required, ensuring these are actioned and followed up.
5. Managing the team to help achieve agreed KPI's, such as time from reservation to exchange, percentage of IFA and solicitor referrals, sales per outlet per week and cancellation rate.
6. Communicating new initiatives and ensuring all schemes are used correctly and relevant paperwork completed accurately and sent to relevant people, including weekly VRM.
7. Ensuring your sites are presented to the highest standards, including internal, external and off-site signage, sales area, show homes, view homes and stock properties. Liaising closely with Graphics/Marketing Department, ordering current literature and disclaimers, ensuring all is up to date and ordered in a timely manner.
8. Working alongside the Sales Director/Sales Manager and Construction Department to manage successful and timely site launches. Setting up sales offices and liaising with external customers i.e., signage companies/landscapers and cleaners.
9. Reviewing and having strong knowledge of local competitors; both new build and second hand, their marketing activity and market conditions. Feeding this back to the Sales Secretary/Director.
10. Attending monthly marketing meetings, making recommendations on PR/marketing initiatives, feeding back to the Marketing Administrator on successful initiatives, liaising with local organisations where necessary to build relationships and strengthen the Bloor brand.
11. Providing pricing reports for the Sales Director for all Sales Releases, to be reviewed as required.
12. Demonstrating positive behaviours, complying with and supporting the company's values and procedures. Acting as a role model for the Sales Advisors, championing new ways of working.
13. Updating the Sales Director/Sales Manager on a daily basis with any concerns or issues that need to be raised.
14. Familiarising yourselves with the company H & S policies, inducting the team and making sure they are aware of their responsibilities within this, ensuring a safe environment for both their customers and themselves.

- 15.** Preparing monthly sales Rota, including managing of the team's holidays to maximise opening periods, and distribute in a timely manner.
 - 16.** Attending meetings that may be necessary in the performance of your duties, including arranging of monthly sales meeting on each site with the team, relevant Estate Agents, IFA's and solicitors and site set up meetings.
 - 17.** Complying with and upholding company policies and procedures.
 - 18.** Undertaking any additional tasks as may reasonably be required from time to time.
-

It is a requirement of Bloor 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.