

Sales Manager

Commercial Services



Overview	
Role Purpose	To lead and manage your sales team responsible for delivering new build sales (Shared Ownership and private sale), in line with NHG business plan requirements and to target. Throughout this process you will ensure an excellent customer experience is provided whilst meeting statutory requirements.
Responsible for	<ul style="list-style-type: none">• New build Shared Ownership sales• New build private sales (open market)/Help to Buy
Reports to	Head of Sales
Line management	<ul style="list-style-type: none">• Sales Executives• Sales Assistants
Date	February 2021

Role relationships	
Internal	Sales Research & Strategy team, Marketing team, Development team, Client Delivery team, Finance team, Leasehold team
External	Sales agents, Valuers, Brokers and Solicitors

Role accountabilities
Strategy and Compliance <ul style="list-style-type: none">• Work with the Head of Sales to set sales targets and KPIs for the team and individuals.• Assist in the production of monthly and annual forecasts for sales reservations, exchanges and completions for your schemes.• Work with the other Sales Managers to manage the Help to Buy forecasting, allocation and administration. Ensuring that deadlines are met and NHG is operating in line with our contract with Homes England.• Agree and develop joint sales and marketing strategies for schemes with the Marketing Team and Sales Executives.• Set sales rates and targets for the team to influence leads/enquiries numbers.• Work with the Marketing Team to sign off brand concepts, show home dressing, marketing suite fit out and provide input into the marketing strategy for each allocated scheme.• Ensure wider market research, commentary and economic trends inform sales strategies.• Work collaboratively with the Sales Research Strategy Team on pricing proposals for schemes to ensure that pricing is correct. Review red book valuations and competitor schemes to ensure pricing is competitive. Present sales release pricing



Role accountabilities

and any subsequent amends for approval to Executive Directors.

- Drive performance against targets and monitor to identify any trends and respond accordingly.
- To have full oversight of sales progression, ensuring that time bound KPI's are being met.
- Produce sales progression reports showing current plot sales status and indentifying risks in our pipeline.
- Lead on improving customer service across the sales journey with the aim to make NHG a Developer of choice.
- Ensure full compliance with affordability and eligibility criteria meeting any given guidelines form any governing body. Ensure that the correct paperwork is evidenced and retained, meeting audit requirements and ensuring information is complete so new tenancies can be created.
- Work within General Date Protection Regulations (GDPR) and ensure that the work your team does is compliant with this.
- Reviewing and signing off legal documentation in a timely manner to assist in achieving our 28 day exchange deadline.
- Executing scheme launch and exit strategies, ensuring off plan sales are achieved.
- Working with the Sales Executives, Marketing and Sales Research & Strategy to reduce unsold homes numbers, through join learning and new initiatives.

Operations

- Ensure targets are met by managing the workload of your team to enable optimal sales performance.
- Manage sales progression effectively within your team ensuring that every sale is progressed in an efficient and timely manner, inline with time bound KPI's and that all relevant legislative and compliance requirements are met and evidenced where required.
- Monitor and manage your budget as set by the Head of Sales and ensure every transaction is made with value for money in mind. Regularly review contracts that are in place (e.g. cleaning) to ensure that they are fit for purpose and provide value for money. Ensure that any invoices are paid in a timely manner and any outstanding monies are claimed (e.g. Council Tax).
- Take the lead on upcoming schemes and provide specific support to Sales Executives where required ahead of launches for schemes.
- Ensure that show homes are presentable at all times including clean, tidy, safe and in good working order.
- Support Sales Executives to respond to any customer complaints and respond to escalated complaints directly, both in accordance with NHG's complaints policies.
- Responsible for the procurement of sales agents where appropriate ensuring compliance with OJEU regulations for procurement.
- Where a sales agent is appointed to a scheme ensure that the agent is performing to their contract. Agree offers within a delegated limited ensuring best price is achieved. Provide quality assurance on agent activity, including but not limited to, customer satisfaction, cleanliness of the show homes/ marketing suites, lead handling, website listings and Health and Safety policies.
- Provide clear guidance to the Sales Support Officers for the sales progression of



Role accountabilities

private sales.

- Provide cover and support to other Sales Managers and Sales Executives where required. Managing the approval of purchase order requests

Relationships

- Develop and proactively manage relationships with stakeholders, including but not limited to, Local Authority's, Homes England, the Greater London Authority, the National Housing Group and Sales Agents.
- Build effective and successful relationships across NHG.
- Alongside the other Sales Managers manage the allocation of panel solicitors and IFA's across schemes to ensure both customers and NHG are receiving timely, appropriate advice and support.
- Manage and maintain effective relationships with other suppliers such as Developers, contractors, solicitors and brokers.
- Represent NHG at external events to promote our products and brand as required.

Leadership

- Provide visible, clear and consistent leadership to implement the NHG business plan. Develop and promote a culture of success, problem solving and collaboration.
- Provide advice to senior managers where required.
- Ensure your team follow central H&S policies and ensure that any team specific risk assessments are carried out and recommendations implemented and/ or followed.
- Coach, develop and mentor your team members to their full potential. Ensure that each team member has a meaningful and appropriate personal development plan in place.
- Where necessary, tackle performance issues and if necessary, via formal performance management.
- Delegate, where appropriate, to your team members to help develop and stretch their capabilities.
- Deputise for the Head of Sales where required.

General

- Ensure you follow the financial regulations, policies and procedures at NHG.
- Ensure that you follow relevant Health and Safety policies and related procedures, keeping up to date with changes and taking action to maintain personal health and safety and that of others.

The tasks and responsibilities outlined above are not exhaustive, the post holder may undertake other duties as is reasonably required.



How do you meet the role requirements?

To do the job well, we have outlined the key behaviours we'll expect of you, and the knowledge, experience and skills you need to do the job. You'll be assessed on these criteria at various stages throughout the selection process.

Role behaviours	
Customer focus	<ul style="list-style-type: none"> • Commit to providing the best service to customers, set realistic expectations, keep your promises, and act with integrity always. • Commercial awareness / VFM in everything people do
Accountability and delivery	<ul style="list-style-type: none"> • Be accountable for the accuracy and completeness of your work, remaining calm under pressure, making informed and reasonable decisions.
Service improvement	<ul style="list-style-type: none"> • Approach your work with rigour, challenging yourself to identify opportunities for service improvement, working in partnership with others to make NHG better for customers and colleagues.
Communication and inclusion	<ul style="list-style-type: none"> • Ensure inclusion and diversity through clear and open communication including all and celebrating differences, listening and responding positively to others.
Management	<ul style="list-style-type: none"> • Lead by example and with empathy, ensuring your team deliver on their promises; getting the best from your staff by offering them appropriate support, guidance, and development.
As NHG develops a new competency framework, behaviours for individual roles will be aligned as appropriate.	

Essential knowledge, experience and skills	
Professional expertise (know how & experience)	<ul style="list-style-type: none"> • In depth understanding and experience of selling both affordable and outright sales properties. • Detailed understanding of property sales and the profession. • Experience of site led sales and bulk deals • Full understanding of the conveyancing process, across all tenures within England. • Strong sales progression experience/management, showing the ability to hit time bound KPI's • Strong experience of selling off plan to both owner occupiers and investors. • Pervious new build sales/management experience. • Understanding of the new build for sale market. • Demonstrable experience of working to sales targets. • Strong experience of delivering high levels of customer service and



	<p>increasing customer satisfaction results.Strong experience of delivering high levels of customer service.</p> <ul style="list-style-type: none">• People management.
Skills	<ul style="list-style-type: none">• Proven leadership skills of managing large teams, often at arms length.• Ability to establish and maintain effective relationships with both internal and external stakeholders.• Effectively able to juggle priorities and demands.• Strong influencing and negotiating skills.• Ability to make coherent and logical decisions under pressure.• Ability to present, lead and persuade orally and in writing and present complex information in plain English.• Effective IT skills including basic/intermediate/advanced MS Office skills
Qualifications and/or professional membership	<ul style="list-style-type: none">• N/A

Role requirements	
DBS	<ul style="list-style-type: none">• Basic Disclosure
Data and information processing	<ul style="list-style-type: none">• Information/Data User (all staff)
Data protection role	<ul style="list-style-type: none">• None