

## ROLE PROFILE

<b>Role Title:</b>	Sales Adviser
<b>Department:</b>	Operations
<b>Role Purpose:</b>	As Sales Adviser you will be the main point of contact for our customers looking to purchase a property, therefore, not only will you be crucial in delivering an excellent customer experience but you must have a full and competent understanding of property sales, previous property sales experience is essential.
<b>Reporting to:</b>	Sales & Marketing Manager
<b>Responsible for:</b>	<p>To be successful in this role you need to be driven to convert customer enquiries in to property sales by matching customer's needs to our properties.</p> <p>Success in this position will be dependent upon the individual's ability to deliver and exceed targets as set by the Sales &amp; Marketing Manager. To meet our minimum criteria you must:</p> <ul style="list-style-type: none"> <li>• Have a full clean driving licence and have use of your own car for business use - if successful you'll cover an extensive regional area.</li> <li>• Have sales experience in selling properties including knowledge of the Sales Process.</li> <li>• Be highly organised and be able to demonstrate attention to detail.</li> <li>• Housing Association knowledge/background would be an advantage but not essential.</li> </ul> <p>The Sales Adviser is required to achieve reservation and exchange of contracts of our Shared Ownership, Rent to Home Buy properties, occasionally off-plan and to liaise with internal departments including MH Developments to ensure the sales customers are moving into the scheme in a safe and co-ordinated environment.</p> <p>You will regularly ask for and receive customer comments, your feedback will be pivotal in our process of planning, delivery and continual improvement.</p> <p><b>Role:</b></p> <p>Ensure effective lead management, as per the prescribed procedure. All leads (enquiries) are to be contacted, followed up and processed thoroughly for shared ownership properties and outright sales.</p> <p>Information to be relayed back (in a timely and efficient manner) to the Customer Enquiry Co-Ordinators.</p>

	<p>Complete a register for each visitor/high priority lead to follow up and report to the Sales &amp; Marketing Manager, including progress on customers selling their property and the related chain status.</p> <p>Have a thorough understanding of the needs of all purchasers; this could range from First Time Buyers to Matrimonial Splits.</p> <p>Building honest and professional relationships with contractors, external consultants, advisors, purchasers, third parties including other Sales Advisors on and off External Development sites.</p> <p>Building relationships with local estate agents, solicitors and other contracted staff etc., to offer 'added value' and consistency to all our clients.</p> <p>Liaise with purchaser's Estate Agents/Solicitors and influence the chain as appropriate to achieve reservation, exchange and completion targets for their associated plot purchase.</p> <p>Conduct personal appointments/viewings/home demonstrations for interested parties, paying particular attention to the appropriate safety of the environment for not only yourself but also for others including vulnerable customers.</p> <p>Responsible for ensuring all applicants have been independently financially qualified, in line with Midland Heart's qualifying criteria and in accordance with Homes England guidelines for shared ownership, rent to home buy sales and outright sales.</p> <p>Responsible for the accurate and full completion of Midland Heart's application form; obtaining the supporting evidence and passing same to the Sales Officer to process the application within the expected timescales.</p> <p>If and where necessary when potential customers are rejected, to give professional, courteous, honest, and constructive feedback on the reason/s why they have been rejected. Ensuring the purchaser/s have a clear understanding of the reasons for the rejection. Moreover, where necessary/required offer constructive advice on how their personal situation can possibly be improved.</p> <p>To provide relevant and honest feedback on advertising and all marketing activity.</p> <p>Responsible for achieving Shared Ownership, Outright Sales, Extra Care and Rent to Home Buy Sales (in addition to any other targets set) - ensuring reservations, exchanges and completions are achieved in accordance with targets set through effective chain management &amp; contract chasing from reservation through to legal completion.</p>
--	---

Ensuring Exchange and Completion will be within an agreed timescale - usually eight weeks of approval. Also to email an accurate weekly update each Saturday with a full overview of contract chasing, viewings and information of the weeks events to the Sales & Marketing Manager & Sales Officer.

Responsible for specified developments, as determined by the Sales & Marketing Manager. The geographical range is usually (but not exclusively) throughout Warwickshire, Leicestershire, East & West Midlands. As determined by our Sales & Development departments.

Responsible to manage the current and constant pipeline flow of our Rent to Home Buy scheme ensuring that the Sales Process is followed (very similar to Shared Ownership) and adhered to within our guidelines to ensure a smooth transaction and a high level of customer service is maintained and provided at all times.

Responsible for the presentation of the sales office and sales plots - ensuring properties are secure, clean & well presented. In addition to carry out the running of all water outlets, which are vital, in the prevention of Legionnaires Disease, snagging works managed and warm during winter months.

Ensuring that the site presentation, signage and any or all other marketing material is kept to the highest of standards - liaising with contractors, suppliers, colleagues as appropriate, this also includes liaising with cleaners and garden contractors.

Responsible for checking each property per site fortnightly, in compliance with Midland Heart's insurers' requirements. Ensuring the heating is set in accordance with guidelines to ensure pipes do not freeze and utility bills are not excessive. Passing any MH post (at the earliest opportunity) to the Sales Officer to process.

Ensuring that the sales process is adhered to including but not exhaustively: qualifying, conducting viewings, overcoming objections, negotiating, closing the sale, related property sale/chain management, contract chasing, home demonstration and handover.

Ensuring throughout that all paperwork specifically Property Hand Over information, is fully and accurately completed within reasonable timescale and passed to the Sales Officer to process.

To ensure keys for all properties are correctly labelled, audited regularly and secure at all times, each new Shared Ownership property has 3 external keys per exit.

To monitor (as and when required) competitor activity for each specified development.

	<p>To obtain the copy advert sent by our marketing company, to obtain the local paper and ensure the advert is on display in the sales office - ensuring maximum exposure.</p> <p>Attend all required internal &amp; external meetings and all Midland Heart training courses.</p> <p>To communicate with all customers, potential customers and other service providers in a professional and appropriate manner - Ensuring you deliver a high level of professional service.</p> <p>Conduct working activity in accordance with MH Health and Safety - in all working environments, on and off Sites (including PPE) and also MH lone worker procedures</p> <p>To conduct activity in accordance with the PMA (Property Mis-Description Act) and to immediately raise any concerns covering this legislation to the Sales &amp; Marketing Manager.</p> <p>The individual will be required to provide flexibility in their work patterns and will be required to assist with specific promotions, attend open day launches, special events on sites and possibly at other venues.</p> <p>To ensure that during periods of holidays*, that liaison has taken place with the Sales &amp; Marketing Manager, Sales Advisers and Officers for an appropriate handover to ensure continuity of service to customers.</p> <p>Note: *All holidays/Saturdays must be covered between the Sales Advisers. Flexible hours of working are a requirement.</p>
<b>Disclosure level:</b>	Standard DBS disclosure is required for the position
<b>Role Level:</b>	<u>Frontline Worker</u>

<b>Education, Qualifications and Training</b>	<p>Secondary education - G.C.S.E (or equivalent) Maths &amp; English Grade C or above. Evidence of grades will be required.</p> <p>Proven knowledge of the Sales Process and specifically from a Housing background i.e.: Housing Association, Estate Agent, etc.</p> <p>Must have a full clean driving licence and use of your own personal car insured for business use (Level 1 - at different locations).</p>
<b>Knowledge and Experience</b>	Demonstration of previous property sales experience and duties undertaken to match this role.

	<p>Demonstration of previous target driven experience and the results achieved.</p> <p>Experience of managing and prioritising own workload in line with targets and having the ability to work effectively independently as well as part of a team.</p> <p>Experience of effective face-to-face as well as written communications with a variety of people in different scenarios/circumstances - providing a high quality of customer service.</p> <p>Understanding of the new homes property market.</p> <p>Understanding of the new homes build and sales process.</p> <p>Understanding the importance of policies and procedures and adhering to protocols to ensure effective working practices are adhered to at all times.</p> <p>Understand the importance of (and adhering to) confidentiality and Data Protection.</p>
<p><b>Role Specific Skills &amp; Behaviours</b></p>	<p>Strong numeracy, negotiation skills and ability to close a sale.</p> <p>Excellent written and verbal communication skills.</p> <p>Be able and confident in using all PC packages namely Microsoft Office, tablets and computers.</p> <p>Highly organised with meticulous attention to detail.</p> <p>Demonstrate good understanding of own motivation and drive to achieve targets set.</p> <p>Demonstration an ability to provide an honest, respectful and non-judgemental approach to others.</p> <p>Capacity to understand and maintain professional relationships with customers and colleagues to follow relevant guidelines.</p> <p>An ability to work as part of a team, independently and take direction from the Sales &amp; Marketing Manager.</p> <p>An ability to be flexible and responsive to the changing workloads and pressures.</p>