

Job title: Sales Executive

Line manager: Regional Sales Manager

Grade (if applicable): 3

Direct reports:



Role purpose:

- To support Peabody's goals for growth, through achieving sales reservation, exchange and completion targets.
- To maximise sales income opportunities from Peabody's Newbuild Sales programme.
- To provide an effective sales operation, maximising sales and progressing them through to completion, whilst delivering high standards of service at all times.
- To provide first class customer service to all customers and stakeholders

Key results:

- Work closely with the Sales Manager to input into sales strategies and maintaining and increasing sales through their implementation.
- Project managing sales and liaising with Agents, Site, Development Delivery and third parties including Contractors, Solicitors and Mortgage Advisors to ensure all information is provided correctly to achieve sales & revenue targets
- Produce a bespoke scheme manual and maintain thorough product and development knowledge throughout the lifespan of the scheme, updating the document and communicating and changes with the Sales Team.
- Arrange and conduct viewings of properties ensuring a first-class customer journey throughout the entire sales process
- Take buyers through the sales reservation process and allocate in line with the Capital Funding Guide on all Shared Ownership sales
- Instruct Solicitors on sales in line with the sales procedures and manage the sale through to completion within the set target timescale
- Work collaboratively with the Marketing team to ensure reservation targets can be met through lead generation and management.
- Input on Marketing strategies and identify source of lead and buyer profiles to ensure quality of leads to maximise sales opportunities including revenue and achieve targets and KPI's
- Maintain buyer records through effective and consistent data management
- To deliver performance standards and targets in line with departmental service plans and Peabody Corporate objectives
- Work with the Research and Intelligence team to have a strong understanding of the London Housing Market, price points, buyer profiles and competitor behaviours
- Work with the New Business, Delivery and New Homes teams to ensure excellent product and to feedback and influence future schemes and products
- Ensure full compliance with the affordability and eligibility criteria, meeting any guidelines from any governing body. Ensure the sales procedures within the DSCM are followed to meet audit requirements
- To externally represent Peabody with key stakeholders by creating a consistent professional and positive image

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- To work collaboratively with all teams to identify risk and respond to market change throughout the lifespan of the scheme from launch through to final completion
- To work collaboratively across departments to achieve results and meet the business objectives
- Full understanding of sales processes and legislation, particularly the Consumer Code
- Have a demonstrable commitment to ensuring Equal Opportunities, Diversity and Customer Care Policies and procedures are applied to all aspects of the work

Success metrics:

- Hitting targets by achieving new build homes sales and progressing all enquiries
- Provide weekly, monthly and quarterly reports on live sales and unsold homes
- To ensure full compliance with all regulatory, statutory and internal requirements to minimise risk to the business and its' stakeholders.
- Manage customer enquiries through to viewing and reservation and throughout the sales process to completion
- To provide outstanding customer service to all customers both internal and external
- Build an excellent working relationship across Peabody to ensure a collaborative approach to marketing and selling our homes
- Maximise sales opportunities by matching buyer expectations to the correct product across the Peabody programme
- To nurture and build relationships with all leads by establishing contact and developing relationships with all prospective buyers. Ensure sales procedures through liaison with third parties including solicitors, mortgage advisors, internal and external stakeholders
- Ensure all customers receive excellent customer service throughout the sales process

About you:

You will be:

- Able to provide a can-do approach to work with a strong customer focus
- Able to plan and organise workloads to meet deadlines and targets
- Able to work within a high-energy team and manage various projects at any given time

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- Able to work under pressure and to target
- Able to work required hours flexibly to meet business requirements within Monday to Saturday including evenings on occasion
- Able to adapt to change and learn new products and procedures as the business may require
- Proficient in Microsoft office applications (Word, Excel, PowerPoint and Outlook) and experience with Customer Relationship Management (CRM) systems

You will have:

- Demonstrable experience of working within a newbuild sales environment, preferably with experience of the shared ownership and Help to Buy schemes
- Detailed market knowledge
- Experience of achieving and exceeding annual sales targets including reservation, exchange and revenue targets
- A sound knowledge of the property market and sales processes & legislation
- Experience of delivering excellent customer service with strong interpersonal skills
- Good organisation skills with attention to detail