

# Job Description

|                       |                                   |
|-----------------------|-----------------------------------|
| <b>Job title</b>      | Sales Consultant                  |
| <b>Profession</b>     | Sales & Marketing                 |
| <b>Band</b>           | E                                 |
| <b>Directorate</b>    | CIDO (Investment and Development) |
| <b>Accountable to</b> | Sales Manager/Head of Sales       |

## Job Purpose:

The role will deliver a professional, customer focused approach to shared ownership sales in line with regional targets and delivery pipeline. Responsible for ensuring all sales are sold, managed and progressed in accordance with Homes England / Greater London Authority guidelines in addition to regulatory and compliance requirements.

The role will provide first class sales service and deliver the highest standards of customer care for SNG's customers from reservation through to legal completion and all the customer touch points in between.

**Financial responsibility:** No financial responsibility

**People responsibility:** No direct or indirect reports

## Autonomy:

Within targets and timescales set by the Sales Manager/Head of Sales, this role will deliver key accountabilities. Expected to manage own individual sales portfolio on allocated sites in line with business KPI's. Expected to use personal judgement and decision making and work under minimum supervision to ensure all developments are set up, marketed and sold in line within projected timescales within all legal, legislative and financial requirements and that all customers always receive the highest level of service and professionalism.

## Key Accountabilities:

- Secure new sales, exchanges and legal completion of properties in line with agreed targets.
- Deal with all prospective and existing customers in a professional and engaging manner to ensure the best possible customer experience, and within agreed timescales.
- Adopt an 'end to end' approach acting as the key point of contact for customers throughout the sales journey.
- Work with Customer Contact Advisors to proactively identify target customers and create development forward interest and subsequent viewings.
- Follow-up leads and effectively qualify customers to ensure that sales targets are met.
- Maximise sales revenue for all new sites through valuation, regular market research, pricing reviews and regular price increases.

- Manage all allocated developments from set up, marketing instruction and sales from reservation through to legal completion. Liaise directly with stakeholders, the customer, their solicitors / lender / broker for updates, ensuring sales achieve deadlines set.
- Provide regular forecasting updates, ensuring data is correctly entered so that sales progress is monitored, and key deadlines are recorded. Highlight to Sales Managers any concerns around exchange and completion deadlines.
- Ensure that market research, price benchmarking, advertising recommendations, incentives, PR and other marketing suggestions are undertaken proactively to ensure developments are launched in a timely fashion with all necessary sales information in place.
- Take responsibility for several developments at a time, accountable for all aspects of presentation for sales plots, communal areas and stock plot management.
- Proactively encourage all customers to complete reservation, exchange and completion surveys and feedback, replying directly to customer comments.
- Build, maintain and nurture effective relationships with competitors, local authorities and other internal and external stakeholders.
- Promote the use of company recommended independent financial advisers to ensure an efficient service for customers to achieve purchasing deadlines.
- Ensure all administrative and reporting requirements are met according to company policies and agreed timeframes.

### General

- Role model SNG's values and behaviours, fostering an environment of trust, transparency, inclusion, and employee wellbeing.
- Demonstrate everyone safe and well everywhere, every day by making health and safety a primary consideration in your decision making.
- Participate in learning and development opportunities and activities that develop personal effectiveness and assist in improving performance in the role. Ensure all core and mandatory training is completed and kept up to date.
- Undertake any other duties as may reasonably be required in line with the level of responsibility of the post and to meet the changing needs of the organisation.

### **Knowledge and Skills:**

#### Essential

- Ability to demonstrate strong sales techniques including lead generation, features and benefits of a new home, and the requirements & regulation of Shared Ownership.
- Good understanding of legal and sales progression process.
- General understanding of Leasehold and Freehold.
- Familiar with Section 106 requirements, Capital Funding Guide, Anti Money Laundering, Consumer Code and New Homes Quality Board.
- Working knowledge of Rightmove and Home track.
- Car owner & driver with a full and valid licence.
- Ability to cover a variety of sales locations, extensive travel is required.

### Desirable

- Confidence and tenacity to source and present solutions independently.
- Strong communication and organisational skills.
- Proficient record keeping and IT skills including MS packages and CRM platforms.
- Due to the nature of our SNG's geography and programme size, ability to be available to support customer requirements (up to 7.00 pm weekdays and Saturdays), as required.

*This is an overview of the job and will be periodically reviewed and updated to ensure that the job description fully reflects the responsibilities required of the post holder.*

| Version | Job code | Author                            | Date created/modified | Effective date |
|---------|----------|-----------------------------------|-----------------------|----------------|
| 1.0     | 4932     | Lisa Moran                        | 14/04/2025            |                |
| 2.0     | 4932     | Sue Gallagher /<br>Claire Blenkin | 08/07/2025            |                |