

JOB DESCRIPTION

Job Title: Area Sales Manager

Reports to: Divisional Head of Sales

Accountable to: Divisional Head of Sales

Job Purpose: To establish and manage a motivated Sales team that is capable of achieving the Company's objectives through support, control, development and training whilst at all times ensuring the team enhance Redrow's reputation and brand image to prospective and existing customers and deliver high standards of customer service. The job holder will also deputise as appropriate for the Head of Sales.

Responsible for:

Staff: Sales Consultants
Trainee Sales Consultants

Scope: The Sales Department in a Homes Division is responsible for marketing and advertising the company's developments locally, ensuring at all times that a professional, corporate image is projected which promotes the Redrow brand. The key objective is to achieve sales at the appropriate rates/prices in order to achieve the annual turnover forecast for the division.

The Department is also responsible for managing all sales leads generated to their respective Division by Group marketing activity, and closely monitoring conversion rates.

The job holder works closely with the Area Construction Managers to ensure company standards are maintained and target legal completions are achieved.

The value of sales, per development, is typically £5 - £10 million. The job holder is typically responsible for approximately 6 developments.

The opening days/hours for sales on site are determined by the Head of Sales and may include occasional late night openings or seasonal variations. The job holder is required to demonstrate reasonable flexibility with regards to days worked. It is a Company requirement that all information held within the management information system (SBMS) is complete and accurate by close of business on Fridays. If this has not been done during the working week the Sales Consultant(s) is/are expected to remain in work to complete this task.

Key Responsibilities:

The job holder will deputise as required for the Head of Sales, eg attending meetings and dealing with any staff issues (in close liaison with Human Resources).

1. Pre-development

- Assist the Head of Sales in creating Marketing strategies appropriate to each site ensuring first class market intelligence is available and monitor the effectiveness of advertising expenditure in relation to maximising sales revenue.
- Responsible for all site set ups. With support from Marketing Co-ordinator ensure sales offices open to timescale and budget.

- Provide accurate market research reports for Land Appraisals.
- Attend launches and promotional events for own developments and others as required.

2. Commencement of Development

- To ensure that each development meets the company's targets (monthly, quarterly, half year and yearly) for reservations and completions, turnover timescale to exchange, forward sales and sale of stock units as well as PBT and ROCE.
- To be aware of competitor's sites, product and promotions ensuring that accurate information is reported at marketing meetings.
- Prepare and provide meaningful marketing reports to be submitted to Head of Sales.
- Attend and actively contribute to marketing and other meetings as required.
- Ensure the Division has excellent site, showhome, marketing suite and people presentation.
- Ensure each site makes maximum use of nominated IFA's and Solicitors.
- Ensure each site has an effective estate agency network agreed with the Head of Sales.
- Ensure that each site has up to date sales literature and material and complies with the Property Misdescriptions Act.
- Make recommendations to ensure each site generates sufficient quality visitors to meet reservation targets.
- Ensure that the reporting of weekly sales figures are accurate and weekly reports are distributed to meet deadlines set.
- Ensure sales invoices applicable to site sales correspond to purchase orders and initially approve, prior to final authorisation by Head of Sales.
- Check Sales Consultants' commission claims, timesheets and mileage claims and initially approve, prior to final sign off by Head of Sales.
- Be aware of sales and marketing budgets for each site and ensure costs are controlled within these budgets. Notify the Head of Sales if budgets are likely to be exceeded.
- Identify new sales releases/review pricing strategy for approval by Head of Sales.
- Deal promptly with administration enquiries from customers and solicitors.
- Hold regular, minuted site meetings with Sales Consultants.
- Ensure corporate dress codes are observed and followed at all times.
- Attend weekly Sales and Build meetings and assist in closing down issues and providing support.
- Attend regular meetings with Area Construction Managers including joint visits of all show homes and marketing suite areas.
- Ensure company procedures relating to Property Misdescriptions Act are strictly adhered to.
- Manage and control "Mastermove" and Home Exchange properties.
- Ensure sales team make effective use of daily updates to the SBMS.
- Prioritise workload for efficient delivery of Friday close.

3. Customer Service

- Deliver Redrow standards of Customer Service in line with Policy and Procedures.
- Audit checks for plot handovers and regularly inspect build complete properties to ensure good and acceptable standards are being achieved.
- Evaluate and feedback all suggestions for improvement to the Heads of Sales and Build departments as appropriate.

4. Staff

- The job holder is required to spend "quality time" on all of their developments and with all of their Sales Consultants and to ensure that they maintain a "visibility" on site. This will normally necessitate a 1:1 appointment on a weekly basis as well as some weekend visits with each Sales Consultant.
- Ensure that every visit to site "adds value" by analysing, observing, auditing all aspects of sales activity on site. Complete all required Standards checklists. Coach/mentor/performance manage Sales Consultants as required. Ensure areas for development are identified and action plans produced to fulfil the development needs; and monitor the same.
- Specifically check that enquiries are being dealt with promptly and regularly followed up.

- Discuss the results of any “Mystery shopping” and put in place measures to address any weaknesses highlighted.
 - Lead, motivate, communicate with and Appraise staff to ensure all team members are fully motivated to achieve best performance to meet the company’s business needs; and ensure all relevant Company Policies and Procedures are followed.
 - Assist in recruitment of all sales consultants and ensure new starter’s Induction Plans are reviewed and completed within laid down timescales.
 - Liaise with Head of Sales and Human Resources on all employment issues.
5. Comply with responsibilities as laid down in the Group’s Health and Safety Policy in order to ensure a safe environment for sales department employees and for customers.
 6. At all times comply with any other relevant company policies, procedures and instructions.
 7. Implement new ideas and methods, encourage staff to offer constructive suggestions for improvement on any aspect of their job and continue to seek new ways of both improving contribution to the division’s goals and enhancing the reputation of the company.

Working Relationships:

Effective working relationships are an essential part of daily working life. This role requires the job holder to be a strong team player to ensure all targets are achieved.

Internal: Colleagues within Division and Group Marketing Department Maintaining an effective working relationship with Area Construction Managers is essential in order to achieve company targets and ensure the highest levels of customer satisfaction; and

External: Purchasers and their relevant external parties, Independent Financial Advisers, Advertising and PR Agencies, contractors and suppliers to sales areas.

Decision Making Authority:

- Items of expenditure up to £250 within site budget.
- Sale of house down to base price as set by Head of Sales and MD/RD.
- Extension to contract exchange periods by up to one week.
- Holidays, rotas for site sales cover.
- Initial approval of commission and mileage expenses for Sales Consultants.
- Appointment of Estate Agents for Home Exchange and Mastermove valuations and sales.
- Appointment of Cleaners/Landscapers.

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the company and its customers.