



# AREA SALES MANAGER



## ABOUT THE ROLE

Area Sales Managers are responsible for managing and motivating a Sales team at approximately six different Redrow developments. They lead the team through support, development and training in order to ensure that they enhance Redrow's reputation and brand image to prospective and existing customers, and deliver high standards of customer service at all times. They also work closely with the Area Construction Managers to ensure company standards are maintained and target legal completions are achieved.

Responsible for: Sales Consultants, Sales Office Assistants, Senior Sales Consultants

Responsible to: Head of Sales / Sales Director

## KEY RESPONSIBILITIES

### 1. PRE-DEVELOPMENT

- Assist the Head of Sales / Sales Director in creating Marketing strategies appropriate to each site; ensuring first class market intelligence is available and monitoring the effectiveness of advertising expenditure in relation to maximising sales revenue.
- Take responsibility for all site set ups; with appropriate support from the Marketing Coordinator 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

- 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.

- Maintain awareness of local competitor's sites, product and promotions ensuring that accurate information is reported at marketing meetings.
- Prepare and provide meaningful marketing reports to the Head of Sales / Sales Director.
- Drive excellent site, show home, marketing suite and people presentation.
- Ensure each site makes maximum use of nominated IFAs and solicitors.
- Ensure each site has an effective estate agency network agreed with the Head of Sales / Sales Director.
- 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 / Sales Director.
- Check Sales Consultants' commission claims, timesheets and mileage claims and initially approve, prior to final sign off by Head of Sales / Sales Director.
- Ensure costs are controlled within the sales and marketing budgets for each site; notifying the Head of Sales / Sales Director if budgets are likely to be exceeded.
- Identify new sales releases and review pricing strategy for approval by Head of Sales / Sales Director.
- Deal promptly with administration enquiries from customers and solicitors.
- Hold regular site meetings with Sales Consultants.
- 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
- Complete audit checks for plot handovers and regularly inspect 'build complete' properties to ensure excellent standards are being achieved.
- Evaluate and feedback all suggestions for improvement to the Heads of Sales / Sales Director and Build departments as appropriate.

#### 4. STAFF

- Spend quality time on all developments and with Sales Consultants to ensure that they maintain a presence in the day-to-day site operations. This will normally necessitate a 1:1 appointment on a weekly basis as well as some weekend visits with each Sales Consultant.
- Analyse, observe, and audit 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 team members to ensure that they 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 the 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 / Sales Director and Human Resources on all employment issues.


#### 5. GENERAL

- 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.
- At all times comply with any other relevant company policies, procedures and instructions.
- 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.

#### THE PERSON

What kind of person are we looking for?

- Able to effectively read, digest and disseminate large amounts of information.
- Proven experience in motivating and developing a sales team to deliver and maintain a high-functioning environment.
- Takes a 'customers first' approach to solving problems in order to deliver high quality customer service throughout the customer journey.
- High levels of attention to detail.
- Able to multi-task and prioritise, to work across multiple developments and projects simultaneously
- Adept experience of the full sales cycle, including achieving sales targets and timely exchanges and completions.
- Clear communicator, who can build and maintain relationships with internal and external stakeholders.

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- Reasonable flexibility in days and hours worked (with appropriate notice) in order to meet changing business need.
  - An appreciation of varying customer / stakeholder cultural requirements

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.