



JOB DESCRIPTION – SALES ADVISOR

Reporting to: Sales Manager

Working with: Internal: Other Sales Advisors, Sales Manager, Sales Director, Sales Administration colleagues, Site Managers, Assistant Site Managers, Customer Care department, Surveyors and Technical colleagues.

External: Customers, solicitors, estate agents, mortgage brokers and lenders, surveyors, sales area cleaners and gardeners, marketing, advertising and PR agencies.

Main Objectives:

- To achieve qualified sales reservations and meet or exceed any sales targets.
- To progress reservations through to Exchange of Contracts and Legal Completion to achieve legal completion targets.
- To liaise with purchasers throughout ensuring they are kept up to date with all relevant information and ensuring a first class customer service is maintained.
- To ensure that sales complex, showhomes and stock plots presentation is maintained to a high standard.

Duties and Responsibilities:

- To have read, understood and comply with Company Policy and Procedures at all times.
- Ensure you have all relevant information required to be able to give full and accurate information to purchasers regarding the development, specification and construction completion dates.
- Ensure you have all relevant information required to be able to give information to purchasers regarding local amenities, local transport etc.
- Ensure that the presentation of the site in general, and that of the sales complex, showhomes and stock plots both internally and externally are maintained to a high standard.
- Responsible for sales complex cleaner and gardener to ensure their work is to a high standard.
- Ensure site signage and flags are kept clean and properly erected.
- Check “off site” signage on a regular basis to ensure they are still in position and well maintained.

Duties and Responsibilities / continued:

- Seek extra opportunities for off site signage and forward suggestions to Sales Manager for consideration.
- Guide potential purchasers around showhomes, stock plots and site to fully demonstrate product, pointing out features and benefits and overcoming objections in the process.
- Ensure visitors to site are aware of Bellway's Health and Safety Policy and ensure that they do not go on site if they are not accompanied by a Bellway representative.
- Maintain up to date, accurate records on visitors, including how they found out about the site before their visit (ie marketing source).
- Ensure all potential purchasers are financially qualified as early as possible in the selling process by New Homes Mortgages (or their successors if applicable).
- Ensure all purchasers use New Homes Mortgages (or their successors if applicable) if finance is required.
- To achieve as many reservations as possible to meet or exceed your sales target.
- Achieve the best possible price for each plot.
- To promote the Bellway Bespoke range (or its successor if applicable) to achieve as many Bespoke sales as possible.
- Ensure that all relevant paperwork is accurately completed upon reservation, that all procedures are adhered to and that all plans, specifications etc. have been studied carefully with the purchaser.
- Liaise with purchaser, solicitors and financial advisers on a regular basis to ensure progression from reservation to exchange of contracts to legal completion runs both as smoothly and as quickly as possible.
- Liaise with purchasers regularly to keep them updated of current position and keep them informed of any changes ensuring that a high level of customer care is maintained at all times.
- Ensure purchaser's colour choices/Bespoke Additions (or its successor if applicable) are obtained from purchaser in sufficient time to meet the Construction Department's timetable.
- Prepare handover packs for completions.
- Arrange a date and time for the purchaser to attend a Pre-Occupation Demonstration by the Site Manager.
- Check all plots once "CML'd" to ensure that they are snag free and clean prior to releasing them for invoice for completion or accepted as a stock plot if not sold. If there are outstanding issues, these should be reported to the Site Manager and you must ensure that these are resolved.

Duties and Responsibilities / continued:

- To carry out the Company's handover policy for all completions strictly in accordance with the standard procedure whilst endeavouring to make the day as special as possible for the purchaser.
- Ensure that you call on the customer 3 days following completion for your courtesy call.
- Ensure that you are as helpful as possible to purchasers following completion but that any snagging or customer care issues are directed to the Customer Care Department so that they can be monitored.
- Respond to inbound enquiries from our website, property portals, etc.
- Conduct regular and in-depth market research of competitors and second-hand market and submit to Divisional Head Office as instructed to do so, and obtain the local property paper on a weekly basis to keep abreast of the local market.
- Attend and minute a weekly Sales/Site Meeting with your Site Manager to keep each other apprised from both a sales and site point of view.
- Attend sales meetings and training meetings when and where required.
- Report on the effectiveness of media advertising and contribute to future campaign planning as requested by the Sales Manager.
- To provide suggestions/ideas for PR opportunities as often as possible.
- To be proactive and work closely with Sales Managers and suggest ideas to achieve increased sales.
- To undertake any reasonable task requested by your Sales Manager/Sales Director.
- Always represent Bellway professionally in both personal appearance and conduct. The correct Company uniform must be worn at all times during working hours.
- Carry out any other reasonable tasks in accordance with operational needs as requested by your managers.



PERSON SPECIFICATION – SALES ADVISOR

Essential criteria relevant to the job

(Requirements necessary for safe and effective performance in the job)

Skills knowledge and aptitude

- Communication and listening skills
- Negotiating skills
- Strong customer service skills
- Ability to liaise with internal and external personnel
- Meeting deadlines
- Smart and presentable
- Enthusiastic
- Self-motivating
- Flexible
- Attention to detail
- Able to embrace training

Qualifications and training

- GCSE grade A-C English and Mathematics or equivalent

Experience

- Sales experience, preferably in sector

Special requirements

- Current full driving licence
- Car owner