

## bpha ROLE PROFILE



<b>JOB TITLE:</b>	<b>Senior Sales Advisor</b>
<b>REPORTS TO:</b>	<b>Marketing and Sales Manager</b>
<b>POSITION LEVEL:</b>	C2
<b>JOB PURPOSE &amp; ACCOUNTABILITIES:</b>	<ul style="list-style-type: none"> <li>• Responsible for managing all customer enquiries for our new build shared ownership including retirement living, market sale and rent to homebuy (RTHB).</li> <li>• Line management of Sales Advisors and Sales Support Assistants as directed by the Marketing and Sales Manager.</li> <li>• To provide leadership and motivation to the team, to achieve personal targets, team targets (KPI's) and the objectives of the Operational Plan with regards to corporate sales targets and budget.</li> <li>• To deliver an exceptional customer experience for purchasers.</li> <li>• Delivering a timely, customer focused sales service in order to maximise sales income and surplus and reducing void time.</li> <li>• Directly support the Marketing and Sales Manager and to act as their deputy as required.</li> </ul>

KEY RESULT AREAS	MEASURES OF SUCCESS
To manage and develop the Team to ensure that targets are set to achieve budgets whilst delivering excellent customer experience. Carrying out one to ones, appraisals and ongoing performance management, implementing learning and development plans for team members to enable progression and succession.	A fully motivated, engaged, performance driven team. Achieving 70% Trust Index and Engagement score through GPTW.

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Assist the management team with the provision of reports including analytics. Weekly visitor and monthly competitor reports to be provided for new build developments.	Visitor reports are provided on a Monday morning weekly and Competitor reports are provided by the end of the first week of the month.
Ensuring that all leads and enquiries are responded to in 24 hours and that our purchasers have an exceptional customer experience.	That leads and enquiries are responded to within 24 hours.
To build and maintain excellent relationships with customers ensuring that they receive regular contact through to completion and handover of the property.	High levels of customer satisfaction from surveys on the sales process.
Ensure that developments are launched 3 months prior to handover.	Sales schemes are launched 3 months prior to handover and 65% reserved from plan.
Assessing applicant's eligibility in line with our policy, including affordability, sustainability and credit checks.	Customers eligibility is in line with policy.
Work with and feedback to the marketing colleagues on the effectiveness of advertising, marketing campaigns and lead generation.	Good feedback to the marketing colleagues for lead generation.
Organise and attend events, open days and viewings for prospective purchasers.	Viewings are well organized and good customer satisfaction received.
Progress sales from lead through to completion, liaising with solicitors, surveyors, IFA's and customers to ensure that sales are progressed in a timely manner.	90 days from memo to legal completion.
Effectively deal with administration of shared ownership sales ensuring that all documentation is processed in accordance with set	That administration is done in accordance with policies and procedures, meeting audit requirements.

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<p>policies and procedures and within agreed time scales for audit purposes.</p>	
<p>Approval of purchasers for one of our homes in line with policies and procedures.</p>	<p>Approval of sales is in line with policies and procedures.</p>
<p>Act as a champion for the delivery of good quality homes and excellent customer experience within the marketing and sales team and the wider organisation.</p>	<p>Leading by example, development sites are well maintained, clean and landscaping looking pristine. Homes clean and presentable for viewings.</p>
<p>To build, maintain and develop relationships with key stakeholders and collaborative working across the business.</p>	<p>Excellent relationships with stakeholders and colleagues in Development and throughout the wider business.</p>
<p>To meet and achieve sales targets and maximise sales income as set out in the operational plan budget for new build and RTHB sales.</p>	<p>Sales targets met or exceeded. Sales income maximised and the average Shared Ownership share achieved or exceeded.</p>
<p>To promote and embed the Bushmead and Domovo brands as representing quality and excellent customer service, to be first choice for customers and stakeholders.</p>	<p>Strong brand awareness, 95% calls being answered, and messages and emails responded to within 24hrs. Customer satisfaction through surveys.</p>
<p>Minimise long term void stock properties for general shared ownership and Bushmead.</p>	<p>Properties not void for longer than 90 days (New Build), 180 days (RTHB).</p>
<p>Keeping Policy and Procedures for the team relevant and up to date, incorporating current legislation and regulation.</p>	<p>No non-compliance or regulatory issues, policies and procedures are clear and meet the business requirements.</p>
<p>Responsible for accurately recording all our customer transaction data on CRM, making sure that management reporting is accurate in real time ensuring GDPR compliant.</p>	<p>Accurate real time reporting.</p>

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To ensure that the Sales team provide honest, transparent and current information on all property sales and that the team work with marketing colleagues to ensure that marketing collateral and sales practices comply with legislation and the Consumer Code.	That all information provided to customers meets the requirements under the consumer code/New Homes Quality Code, legislation and regulation.
Managing a team that operate flexibly and assist the wider Marketing and Sales and Home Ownership team where necessary.	That the team works seamlessly together, supporting each other and the wider team.
Undertake any other duties reasonably required in line with the level of responsibility of the post and in order to meet the changing needs of the Organisation.	That you demonstrate your flexibility when requested.

**PERSON REQUIREMENTS – state if ESSENTIAL (E) or DESIRABLE (D):**

### Key Skills and Attributes

- Must be an effective team leader capable of motivating and leading a team to achieve its targets. (E)
- A high level of IT literacy is essential in Microsoft Excel, Word and Outlook. (E)
- Strong communication skills: verbal, written and presenting. (E)
- The ability to negotiate and influence others whilst listening to needs and concerns. (E)
- Demonstrate excellent collaborative skills when working with colleagues and stakeholders. (E)
- Clarifies customer's needs to ensure the service delivered meets or exceeds our customers' expectations. (E)
- Excellent organisational skills.(E)
- The understanding and ability to write and provide reports and analyse them. (E)
- An enthusiastic sales professional who demonstrates a 'can-do' attitude, who is committed to achieving high levels of performance and customer satisfaction. (E)
- To be able to work individually whilst part of a team to deliver the organisations goals. (E)
- Flexible in your approach to work and changes in the sector. (E)
- Flexible with days and hours worked as evening and weekend work will be required. (E)
- A commitment to equality and diversity with a positive approach to supporting others. (E)

### Knowledge and Experience

- Experience in line management within a sales environment such as a developer, estate agent or a housing association. (D)
- Experience of working in partnership and building relationships with a range of key stakeholders. (E)
- Experience and understanding of Shared Ownership and the wider intermediate housing market. (D)
- Good understanding of the wider residential and new build property sales market. (E)
- An understanding of the conveyance process. (E)
- Understanding of budgets. (D)
- Knowledge and experience of using customer relationship management (CRM) databases. (E)
- Knowledge and Understanding of the New Homes Quality Code/Consumer Code and regulatory requirements (E)

Qualifications or training required (or appropriate demonstrable experience)

- No essential qualifications required.

## VALUES AND BEHAVIOURS:



### We take responsibility

- We always do what we say, when we say we will
- We are accountable for what we do and sometimes, what we don't do
- We do the right thing not the easy thing

### We are better together

- We are one bpha, committed to our shared goals and standards
- We achieve more with others, inside and outside bpha
- We value and draw strength from our diversity and differences

### We show empathy

- We respect every colleague and customer
- We listen and make sure we understand
- We are considerate to each other and protect our environment

### We are ambitious

- We learn, and with our customers find better ways
- We will make a positive difference for more people
- We are committed to excellence and being the best we can be

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<b>Special Requirements if appropriate for role:</b>	
Role profiles are a snapshot of requirements at the time of writing; content may change from time to time to ensure that roles continue to meet the changing needs of the business. Role profiles are reviewed yearly.	
<b>DATE LAST REVIEWED:</b>	