

bpha ROLE PROFILE



JOB TITLE:	Sales Advisor
REPORTS TO:	Senior Sales Advisor
POSITION LEVEL:	E1
JOB PURPOSE & ACCOUNTABILITIES:	<ul style="list-style-type: none"> • Responsible for responding to all incoming enquiries and leads for property sales for new build shared ownership including retirement living, market sale and Rent to HomeBuy (RTHB) properties. • Delivering a timely, customer focused sales service including viewings, events, sales progression and handover, maximise sales income and surplus, reducing void time meeting targets. • To deliver an exceptional customer experience for purchasers and stakeholders. • Directly support the Senior Sales Advisor and to act as their deputy as required.

KEY RESULT AREAS	MEASURES OF SUCCESS
All leads and enquiries to be responded to in 24 hours providing an exceptional customer experience.	That leads and enquiries are responded to within 24 hours.
Providing a comprehensive customer focused sales service for new build including retirement living, new build market sale and sales of RTHB stock.	Excellent customer experience demonstrated in good customer satisfaction through surveys.

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Customers are kept up to date with the progress of their purchase through to completion notified of any changes to specification and build completion in a timely manner.	Customers are kept informed of the transaction, including build progress for new build and good customer satisfaction is achieved. Customer satisfaction survey results.
You will be responsible for making sure all marketing material is available, honest, transparent and up to date, meeting Consumer Code/New Homes Quality Code and any other relevant legislation and regulatory requirements. This might involve measuring the property for floor plans and taking photographs of the property.	That marketing and sales material is compliant.
Ensure that all sales properties have a valid valuation.	Valuation is valid.
Assess applicant's eligibility in line with our policy including affordability, sustainability and credit checks.	Purchasers meet out eligibility and affordability policy.
New build developments and RTHB properties, gardens and surrounding landscaping are kept clean, tidy and presentable for customer viewings, open days and handovers on completion.	Good customer satisfaction through surveys.
Organise open days, viewings and property handovers to purchasers.	Viewings and handovers on completion are organised meeting customers' requirements, and this is demonstrated in in good customer satisfaction through surveys.
<ul style="list-style-type: none"> • Sales managed from lead to completion, progressing sales keeping customers informed and working with solicitors, IFA's to legal completion and handover. • Keeping CRM up to date throughout the sales process. • Responding to sales enquires throughout the sales process from customers and stakeholders. 	<ul style="list-style-type: none"> • Customers and CRM are kept up to date. • Colleagues and stakeholders are updated. • Enquiries responded to in 24 hours. • 90 days from memo to completion.

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Work with and feedback to marketing colleagues on the effectiveness of advertising, marketing campaigns and lead generation.	Good feedback to marketing colleagues for lead generation. Maximise the number of sales from leads generated.
To meet and achieve sales targets and maximise sales income as set out in the operational plan budget for new build and RTHB sales.	Sales targets met or exceeded. Sales income maximised and the average Shared Ownership share achieved or exceeded.
To promote and embed the Bushmead and Domovo brands as representing quality and excellent customer service, to be first choice for customers and stakeholders.	Strong brand awareness, 95% calls being answered, and messages and emails responded to within 24hrs. Good customer satisfaction through surveys.
Minimise long term void stock properties for new build shared ownership, RTHB and Bushmead.	Properties not void for longer than 90 days (New Build), 180 days (RTHB).
Adhering to policies and procedures and relevant legislation and regulation.	No non-compliance or regulatory issues.
Attend and contribute to weekly team meetings, reporting on your schemes' sales/marketing activities to ensure performance standards are met, progress is charted, and procedures are complied with.	Attendance and prepared for meetings, progress on sales and focus on voids.
To gain, maintain and constantly improve an excellent knowledge of the schemes we offer, the developments we build and the homes we sell.	Good customer satisfaction through surveys.
Responsible for accurately recording all our customer transaction data on CRM, making sure that management reporting is accurate in real time ensuring GDPR compliant.	Accurate real time reporting.

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Meet or exceed targets and continually show a proactive approach to create leads as well as suggesting new ideas and improvements to our ways of working.	Target are met or exceeded.
To produce weekly visitor, monthly competitor and provide other reports as and when required.	Visitor reports are provided on a Monday morning weekly and Competitor reports are provided by the end of the first week of the month.
Working as a team that operate flexibly and assist the wider Marketing and Sales and Home Ownership team where necessary.	That you work 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

- A high level of IT literacy is essential in Microsoft Excel, Word and Outlook. (E)
- Well-developed communication skills: verbal, written and presenting. (E)
- Excellent organisational skills. (E)
- Sales orientated individual who consistently demonstrates the ability to work towards and meet or exceed targets set whilst working individually and as part of a team. (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)
- An enthusiastic individual who demonstrates a 'can-do' attitude who is committed to achieving high performance levels and customer service / satisfaction. (E)
- Flexible in your approach to work and changes in the sector. (E)
- Flexibility with days and hours worked as evening and weekend work will be required. (E)

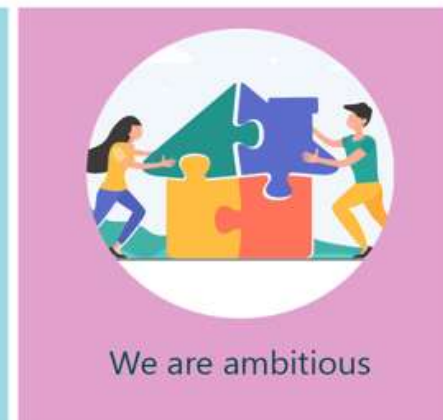
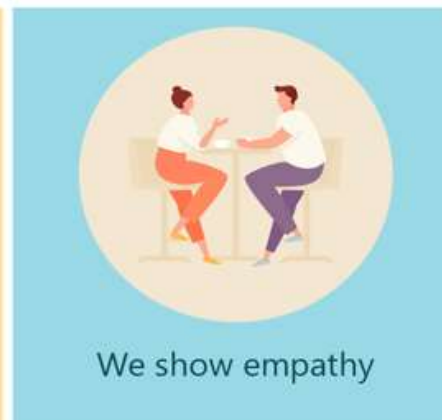
Knowledge and Experience

- Experience of working in a customer facing sales environment such as a developer, estate agent or a housing association. (E)
- 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)
- 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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Special Requirements if appropriate for role:	
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.	
DATE LAST REVIEWED:	