

# Job Title: Sales Executive

**Role Purpose:** You will be responsible for selling on site, all sales tenures which currently comprise outright sale and shared ownership tenures. You will be responsible for meeting sales targets and ensure a smooth and timely sales process for our customers.



## ABOUT THE ROLE

One of our core priorities across all parts of the business is delivering an excellent experience every time to every customer, internal and external. Our values are: deliver on promises; give respect; be accountable; show kindness. You will make them a central part of your work at Catalyst.

As Sales Executive you will be responsible for all sales tenures including Shared Ownership and outright sales products and will deliver reservation, exchanges and completed sales in accordance with the site specific sales targets. You will be responsible for achieving sales targets and running the marketing suite on site, welcoming visitors, undertaking viewings. Duties will include but not exclusive to, responsibility for routine inspections of the sales units as well as ensuring the office and show homes are properly equipped and resourced at all times. This will include ensuring that promotional materials, advertising hoarding, flags and general branding and imagery are both available and to Catalysts high standards at all times in conjunction with the internal marketing team. Sales executives will be based on site from either a dedicated sales cabin or office and be expected to work variable hours including evenings and weekends but limited overall to 35 hours per week.

### In particular:

- You will be able to demonstrate previous experience and proven track record within the residential housing market. Effectively manage and respond to all leads in line with KPI targets, across all of our tenure products including Shared Ownership and Outright sales products.
- Deliver Reservations, Exchanges and Completed sales in accordance with the site specific sales targets set for the site or sites allocated to them.
- Ensure that sales offices and show homes are properly equipped and resourced at all times and specifically that promotional material is available and up to date.
- The core responsibilities will include running the sales and marketing suite which will include daily inspection of the show units that these are presentable and to the standard required by the company.
- To ensure that site presentation, advertising hoardings, flags and general external promotional and branding imagery is to the standard that the company requires.
- Welcome visitors, arrange and undertake viewings, ensure all aspects of the development are promoted effectively and objections are handled professionally and ethically.
- Monitor and maintain the site prospective purchaser database and regularly contact prospective purchasers and ascertain their level of interest. Report on a weekly basis on the level of sales activity and monitor effectiveness of marketing campaigns.
- Qualify prospective purchasers for eligibility, affordability and commitment specifically eligibility for shared ownership and shared equity products.
- Ensure the requirements and standards set by the Company, Local Authority, Homes and Communities Agency, Mayor for London or Greater London Authority or such other relevant body are met.
- Arrange Independent Financial Consultation so that prospective purchasers have obtained proper financial qualification and that it has been verified.
- Ensure that all prospective purchasers are dealt with in accordance with the level of customer service required by the company, consumer code and relevant authorities and agencies.
- Demonstrate a comprehensive understanding of the new homes sales process.
- Progress sales from reservation through to exchange of contracts and legal completion in line with company procedures within targeted timescales.
- Competently undertake competitor analysis. Liaise with instructed introduction agents and local agents to monitor sales activity in the area.

**About you:**

- You will be totally committed to delivering excellent customer experience – you will embody and champion our values every day in the way you deal with customers and colleagues.
- Knowledge of all products including multi tenure, services and policies within the wider housing market in order to provide a knowledgeable and professional customer experience.
- Demonstrable history of achieving and exceeding sales targets and KPIs.
- Work with gravitas, courage, maturity and be calm under pressure, building credibility and respect with internal and external stakeholders. With strong interpersonal communication and selling skills that enables you to give timely feedback in a frank, positive way.
- Able to work collaboratively with all parts of the business, knowing when to support, and when push back and hold the line.
- Excellent written skills, including experience of preparing succinct, accurate reports and statistical analysis with excellent attention to detail.
- Excellent organisation and time management skills.
- Demonstrate a strong commitment to the principles of equality, diversity and inclusion.
- Demonstrate a sound, commercial, business awareness in your advice and decision making
- You will have comprehensive understanding of CRM systems and be able to manipulate data into different presentation styles
- You will have the ability to inspire colleagues in a positive way through support and encouragement while also tackling any performance issues early and decisively to avoid problems from developing further.
- You will be willing to work unsociable hours (weekends) as part of the role.

**Employees are responsible for their own Health & Safety, ensuring a safe working environment for colleagues.**