**ROLE PROFILE**

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| **Function** | **Regional Sales** |
| **Job Title** | **Sales Director** |
| **Grade** | **L1** |  |
| **Reporting Lines** | **Reports to** | **Regional Managing Director/** **Group Chief Sales and Marketing Officer** |
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|  | **Direct Reports** | **Sales Managers / Senior Sales / Sales Executive / Sales Progressor**  |

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| **Aim of the role**Responsible for planning and implementing sales strategies, managing sales teams, and driving regional growth to ensure that sales and profit targets are met while delivering a market leading customer experience **Responsibilities and Duties*** Develop and implement effective sales strategies, tailored to each site
* Maximise selling prices and create value whilst maintaining the required sales rate
* Lead, nurture and develop regional sales team to achieve sales and profit targets
* Create strong working relationships with other members oif the Senior Leadership team.
* Establish productive and professional relationships with key stakeholders across all relevant functions
* Continuously Monitor and analyse performance metrics and suggest improvement measures
* Manage sales progression to deliver our sales within the targeted timescales, providing our customers with clear communication throughout the purchasing process.
* Maximise the use of our chosen referred IFA’s and Solicitors to help provide a seamless service to our customers.
* Prepare monthly, quarterly and annual sales forecasts and prepare sales reports for regional and group board meetings
* Provide timely and effective solutions to customer needs in close liaison with customer service and site management teams
* Work closely with regional and group marketing team to ensure brand consistency across all content and channels
* Closely manage new site launches and provide the consistent sales support to delight customers and prospects
* Drive ongoing improvements and innovation in line with evolving customer needs and trends to drive growth, penetrate new demographics and delight customers
* Provide thought leadership and act as the ‘Voice of the Customer’ in the Regional Sales Director forum to influence forward-looking actions that deliver an improving customer experience and using data and insights to drive more customer-focused thinking and behaviours.
* Develop a clear pricing strategy for new sites to support land acquisition as well as continuously monitor and review existing prices and specifications to stay ahead of competitors
* Promote a range of specification choices and the upselling of customer extras.
* Ensure sales team are updated on new legislation and Company policy is adhered to.
* Establishing and closely manage the sales budget
* Work with other teams in the business to manage the site and individual home delivery timescales, costs associated with selling our homes, appearance of completed/stock product, quality of homes being handed to our customers.
* Play an active role in the policing of, and compliance with, legislation such as: The General Data Protection Regulation (GDPR) The Consumer Protection Act, the NHQB and The Consumer Code,
* Help to ensure that our customers’ data is always treated with respect and diligence.

**Knowledge Skills and Experience*** Proven work experience as a Regional Sales Director or similar senior sales role, preferably in housebuilding
* Demonstratable experience of implementing and meeting a strategic vison
* Proven history of achieving sales targets
* Familiarity with CRM software, preferably Hubspot
* Deep understanding of detailed sales performance metrics
* Experience of leading, coaching, developing, and guiding high performing sales teams
* Excellent stakeholder engagement and communication skills with a strong customer service attitude
* Success in driving projects to timescales, and budget, through to completion
* Extensive working knowledge of The Consumer Code, Consumer Protection Act and NHQB
* Curiosity, Openness to new ideas and willingness to learn
* Effective at building relationships
* UK Driving license
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| **Our Key Pillars**  |
| **Customer Focus** | Every decision we make revolves around delighting our customers |
| **Passion for Building** | We approach each project with unwavering enthusiasm |
| **Sustainability** | Understanding our environmental footprint by incorporating eco-friendly practice and materials into our communities |
| **Lasting Community** | We create communities with a sense of belonging and a legacy for generations to come |
| **Belief in Better** | We are committed to delivering homes that are the definition of excellence |

