**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 |

