McCarthy & Stone
Welcome Home.

Job Description

Sales Consultant

Department	Reports To	Work Location
Commercial	Area Sales Manager	Development(s)

Purpose

The purpose of the role is to deliver sales targets through excellent customer service, negotiating market competitive deals, being empathetic to their individual needs, and enabling us to build vibrant retirement living communities.

Key Responsibilities

- Achieving sales targets, operating across developments, negotiating market competitive deals while maximising margin and protecting average sales price.
- Providing a tailored customer experience that results in positive feedback, drawing on skills to nurture customer through the customer journey at each stage.
- Delivering a consistently high standard of presentation at each stage of the customer journey and seeking opportunities to forward sell care and lifestyle packages.
- Maintaining a current and accurate customer database, aligned to McCarthy & Stone processes.
- Responsible for engaging with the community to build and maintain trusted relationships with customers and existing homeowners, bringing McCarthy & Stone lifestyle to life.
- Working with the McCarthy & Stone team to deliver high quality presentation of finish, completed property checks with any outstanding issues resolved.
- Responsible for sales activity of development sites, undertaking sales lead analysis and monitoring resulting customer conversion metrics.
- Responsible for delivering successful sales releases via adherence to the off-plan excellence process, where relevant. Thorough qualification of the database prior to sales release of an off-plan development.
- Responsible for working collaboratively with the relevant department's - Construction and Your McCarthy & Stone to deliver high quality, operational developments for handover, where relevant.
- Responsible for building positive working relationships with the McCarthy & Stone wider team, working collaboratively to achieve common goals, and creating conditions for collaboration and co-working.
- Responsible for maintaining up to date knowledge of the sales process, adopting current tools and adhering to business processes.
- Maintaining an in-depth knowledge of the product offering, tenure options & communicating with confidence it's value to customers and objection handling.
- Responsible for growing and developing yourself ensuring you maintain current knowledge of relevant compliance requirements.
- Undertake such other reasonable duties, commensurate with the job holder's experience and qualifications as may be required for the smooth running of the business. This may require travel between various locations on a daily / weekly basis.

Key Performance Measures

Example of generic KPIs relevant for the position.

- A high-performing, customer centric team, who consistently drive sales and achieve targets – (Reviewed via NHBC 8-week survey results for customer advocacy. Alongside monthly/quarterly targets exceeded/achieved)
- Off plan – 50% benchmark sales achieved by handover.
- Sell out plans defined and operational for developments under your ownership.
- Best practice sales processes adhered to.
- Consistently demonstrates excellent presentation of product throughout the sales lifecycle. Evidenced via meeting cadence adherence.
- Demonstrates clear ongoing compliance with regulations and guidance, ensuring continuous professional development (CPD) Evidenced via online learning and training course attendance completed within requested timeframes.

Key Stakeholders

- Area Sales Manager / Sales Director
- Marketing & Central Sales Team
- Sales Progression Team
- Development team
- Services Team
- External suppliers and third parties

Knowledge & Experience

- Demonstrable experience working in a customer centric sales environment.
- Experience working in a target driven environment requiring commercial awareness.
- Proficiency in technology and computer use with an ability to learn new software tools.
- Experience using Salesforce, or similar CRM system (desirable).

Skills:

Skills Required (change proficiency as required and add rows if needed)	**Proficiency Level Required (select drop down)**
Commercial acumen and strong numerical skills	Practitioner (has detailed knowledge and significant experience in this area)
Project management, organisational and time management skills	Working (has working knowledge and practical experience in this area)
Communication skills	Practitioner (has detailed knowledge and significant experience in this area)
Negotiation and objection handling skills	Practitioner (has detailed knowledge and significant experience in this area)
Technical proficiency - Knowledge of Microsoft Office, particularly Word, Excel, Salesforce, or similar CRM system	Working (has working knowledge and practical experience in this area)

Problem solving skills	Working (has working knowledge and practical experience in this area)

Competencies:

Competency	Description
Target Driven	The knowledge, skills, and behaviours to ensure customer centricity and the motivation of the Sales Consultant to achieve and exceed individual and company targets.
Customer Focus	The ability to put the customer at the centre of everything we do, demonstrating empathy and patience. A passion for promoting and delivering excellent customer experience.
Commercial Acumen	A commercial mindset, understanding the business objectives and targets, and how best to achieve these through balancing the drive for revenue and customer need.
Product & Presentation	Having confidence in our product and offering, understanding the benefit and value of this to the customer. Applying business guidance and best practices to achieve and maintain consistently high standard and quality of presentation at each stage of the customer journey.
Community Engagement	Community engagement is the ability to establish, build and maintain positive and trusted relationships both internally within the company, and externally with customers and existing homeowners, bringing MCS lifestyle to life.
Technology & Database Management	The successful use of technology devices, software, search engines and use of Sales Client Relationship Management (CRM) tools to perform role effectively and efficiently.
Sales Process	The ability to coordinate efficiently and effectively the process that drives sales, feeds accurate sales reporting. It requires a good understanding of the end-to-end MCS sales process from first contact to completion and moving in.

Health and Safety:

Your Health and Safety responsibilities in relation to you and staff under your control are to:

- Take reasonable care of your/ their own health and safety and that of any person who may be affected by your/ their acts or omissions at work.
- Act in accordance with Company Health and Safety policies and procedures, are trained and competent to carry out work properly and do so,
- Are familiar with, understand and discharge any allocated safety responsibilities,
- Are provided with adequate information, supervision and equipment to allow duties to be undertaken in a safe manner and
- Immediately stop any unsafe activity until adequate measures have been taken to remove the risk or reduce it to as low as possible, seeking advice from H&S qualified staff as appropriate.