McCarthy & Stone
Welcome Home.

Job Description

Area Sales Manager

Department	Reports To	Work Location
Commercial	Sales Director	Office & Developments

Purpose

The purpose of the ASM role is to lead, manage and motivate a team of high performing Sales Consultants to drive sales performance for McCarthy & Stone lifestyle and retirement property sales. To provide an excellent customer experience, to achieve the company's commercial performance KPI's targets and deliver full development occupancy.

Key Responsibilities

- Responsible for setting, monitoring, and measuring KPIs aligned to the strategic targets and objectives.
- Communicating targets and objectives and working collaboratively across business functions.
- Responsible for the performance management of the team of Sales Consultants, undertaking timely assessments, providing regular feedback, and supporting individuals to develop through relevant training, mentoring and support.
- Building and growing the team through appropriate recruitment, onboarding and induction delivering excellent colleague experience and setting new recruits up for success.
- Responsible for delivering successful sales releases via adherence to the process i.e. off-plan excellence, if relevant.
- Responsible for working collaboratively with the relevant department's - Construction Development, commercial and Your McCarthy & Stone to deliver high quality, operational developments for handover, where relevant.
- Responsible for quality of sales releases including site presentation. Support in the completion of sales pricing packs for each of the development sites.
- Responsible for team alignment to the sales process and providing the sales tools for success.
- Responsible for project managing events – sourcing the venue, catering, ordering literature and collateral. Working alongside marketing, Central Sales and external partners to ensure event dates & offers are clearly communicated via national marketing channels and database communication.
- Key to the role will be working collaboratively with the relevant Your McCarthy & Stone Operations Managers and development teams, creating the conditions for collaboration and co-working.
- Responsible for clear timely communication of development events/offers, PR and social media opportunities to Marketing and the Central sales team, including sign-off of marketing material as required.
- Responsible for providing the development information to the Marketing team and sign off of brochure, during development lifecycle.

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 all developments within the ASM's ownership.
- Best practice sales processes and tools in place and operational.
- Consistently demonstrates excellent presentation of product and management of developments 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

- Sales progression
- Central sales & Marketing team
- Sales Progression
- Development team
- Services Team
- Legal & Finance
- External suppliers in the sales process

Knowledge & Experience

- Solid experience working in a customer centric sales environment.
- Demonstrable experience in leading and motivating a team with a keen focus on delivery of targets.
- Ability to convert business strategy to delivery, work flexibly and adaptably.
- Proficiency in business systems and an ability to learn new software tools.
- Experience in managing, developing sales leads and promoting property sales.
- Experience managing across multi sites (desirable).
- 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)**
Strategic, Delivery focused Leadership	Practitioner (has detailed knowledge and significant experience in this area)
Excellent people management – To include Coaching & Mentoring skills	Practitioner (has detailed knowledge and significant experience in this area)
Customer focused	Practitioner (has detailed knowledge and significant experience in this area)
Commercial mindset and business acumen	Practitioner (has detailed knowledge and significant experience in this area)

Project management 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	Practitioner (has detailed knowledge and significant experience in this area)
Sale Process – Development lifecycle	Expert (has expert knowledge and experience in this area)

Competencies:

Competency	Description
Target Driven	Target driven is the ability to set and communicate clear sales targets and goals and motivate the team's performance towards achieving them.
Recruitment, Coaching & Retention	The ability to build, develop the team and hold onto the top Sales Consultants that fit with the MSC culture and respect our customer requirements. Developing and motivating through coaching to provide ongoing support, feedback, and guidance to the sales team for skill improvement and performance enhancement.
Customer Focus	A passion for promoting and delivering excellent customer experience. Creating and driving a high performance, customer centric culture. Making decisions with our customers in mind, balancing commercial acumen while demonstrating empathy and patience towards our customers.
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.
Strategy & Delivery focused Leadership	Strategic and delivery focused leadership involves the ability to translate strategy to site specific plans, deliver against plan, with alignment to the MCS broader objectives and values.
Site Development and Presentation	Site Development and Presentation is the combination of knowledge, skills and behaviours required to effectively and efficiently ensure the readiness of site for successful sales launch and through the ongoing lifecycle of the site.
Cross Business & Stakeholder Engagement	Sales process refers to the ability to implement and manage efficiently and effectively the sales process that drives sales, feeds accurate sales reporting and enhances productivity and consistency. It requires thorough understanding of the end-to-end MCS sales process, systems and technology.
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Health and Safety:

As Line Manager 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.