

## ROLE PROFILE

<b>Holiday Home Sales Adviser</b>	
Reporting to:	Sales Manager
<p>Role purpose:</p> <p>To deliver a superb sales experience for customer and generate sales in line with company targets</p>	
<p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Role model the company values and behaviours at all times: Hospitality, Passion, Trustworthiness, Excellence, Stewardship, Kindness</li> <li>• Sell holiday homes</li> <li>• Focuses on targets and works towards them all the time</li> <li>• Conduct park tours with prospective Owners</li> <li>• Complete relevant administration and systems input for each sale</li> <li>• Follow clear procedures laid down by Sales Manager</li> <li>• Make telephone calls to maintain relationships with Owners and generate upgrades and recommendations</li> <li>• Use social media to drive sales</li> <li>• Convert leads into appointments</li> <li>• Meet and greet prospective and existing Owners when they visit the sales office and showground</li> <li>• Qualify customers</li> <li>• Identify customers' budget and deposit in a non-intrusive way</li> <li>• Explore needs and likes of prospective Owners</li> <li>• Have great knowledge of site fees</li> <li>• Demonstrate clear understanding of Cove sublet and its benefits</li> <li>• Handle objections in a calm, measured way</li> <li>• Create appointments with customers</li> <li>• Negotiate purchase and any additions ('sweeteners')</li> </ul>	

<p><b>Progression in role:</b></p> <p><b>Entry</b></p> <ul style="list-style-type: none"> <li>• Excellent spoken and written English: grammar, punctuation and spelling</li> <li>• Personable</li> <li>• Great listener</li> <li>• Strong interpersonal skills</li> <li>• Good communicator who is strong-willed and resilient</li> <li>• Some experience in sales</li> <li>• Calm under pressure</li> <li>• Analytical skills</li> <li>• Good time management</li> <li>• Organised</li> <li>• Able to work weekends</li> <li>• Computer literate</li> </ul>	<p><b>Training for role</b></p> <p>Company orientation and induction            General health and safety            Fire safety            GDPR – E-Learning            Opera and Saxon and Sales Force systems            Finance            Manual Handling            Cove/ Wilson sales process            Ant-Money Laundering</p>
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<ul style="list-style-type: none"> <li>• Attention to detail</li> <li>• Convincing communicator</li> <li>• Self-motivated</li> <li>• Willing to learn</li> </ul>	
<p><b>Competent – three months</b></p> <ul style="list-style-type: none"> <li>• Achieves targets</li> <li>• Good organisation</li> <li>• Positive, 'can do' attitude</li> <li>• Good customer feedback</li> <li>• Existing Owners recommend this particular Sales Adviser to friends and family</li> <li>• Thrives under pressure</li> </ul>	Diversity and Inclusion
<p><b>Advancing</b></p> <ul style="list-style-type: none"> <li>• Sees after sales issues through to completion</li> <li>• Has developed strong relationships with existing Owners</li> <li>• Demonstrates tenacity</li> </ul>	
<p><b>Excellence</b></p> <ul style="list-style-type: none"> <li>• Very high activity level on telephones, walking the park to generate leads – always finds a way to do a deal</li> <li>• Resilient</li> <li>• Strong communicator</li> <li>• Superb organisational skills</li> </ul>	
<p><b>Key measures</b></p> <p>Sales targets  Owner survey  Complaint ratio  Sales Manager feedback</p>	