

ROLE PROFILE

Holiday Home Sales Manager	
Reporting to:	Head of Group Sales
<p>Role purpose:</p> <p>To lead a team of holiday home sales people to deliver a superb sales experience for customer and generate sales in line with company targets</p>	
<p>Responsibilities</p> <ul style="list-style-type: none"> • Role model the company values and behaviours at all times: Hospitality, Passion, Trustworthiness, Excellence, Stewardship, Kindness • Leading a busy, high-pressured team in a positive and motivational way • Set sales targets for team members in line with company budget and quality of stock • Train and coach team in a variety of skills e.g. how to achieve targets, making appointments, caravan demonstration, park tours, introducing finance and sublet, company brand and values, presenting oneself in a professional yet friendly way • Work within the Cove framework • Hold regular meetings and briefing with the team to impart knowledge and consult on stock quality, availability and sales opportunities • Motivate and incentivise the team with league tables and public praise • Encourage team to do a weekly plan to drive sale and then review week by week • Ensuring holiday home stock is of the right mix: new/ pre-owned/ number of beds, age etc.) • Liaise with Head of Group Sales to track correct stock levels • Manage the showground and make sure team are pricing appropriately and that all holiday homes are well-presented and clean • Conduct regular one-to-ones with sales team members to offer support and track performance • Devise a marketing plan for new stock: where to advertise/ social media etc. • Stay aware of market: competitors, demand etc. • Monitor conversion rates and advise, support and train where necessary • Help team to manage sales leads on Salesforce • Present company strategy and demonstrate link to team and personal targets • Challenge team to generate business through telephone calls, upgrades etc. 	

Progression in role:	Training for role
<p>Entry</p> <ul style="list-style-type: none"> • Excellent spoken and written English: grammar, punctuation and spelling • Personable • Strong interpersonal skills • Good communicator and listener who is strong-willed and resilient • Team leader experience • Proven strong sales person • Calm under pressure • Analytical skills 	<ul style="list-style-type: none"> Company orientation and induction General health and safety Fire safety Manual Handling GDPR – E-Learning Anti-Money Laundering Cove Leader Opera and Saxon and Sales Force systems Finance

<ul style="list-style-type: none"> • Able to work weekends • Computer literate • Attention to detail • Convincing communicator 	
<p>Competent – three months</p> <ul style="list-style-type: none"> • Sales team achieving targets • Positive atmosphere in sales office and amongst team • Showground is presented well with pricing and looks clean and tidy • Manager creates activities and fun for the team 	<p>Setting objectives PDRs Diversity and Inclusion</p>
<p>Advancing</p> <ul style="list-style-type: none"> • Sets clear strategy for the team • Demonstrates great leadership with Cove values at heart • Makes clear and appropriate decisions with authority • Controls costs well 	<p>Coaching and mentoring</p>
<p>Excellence</p> <ul style="list-style-type: none"> • Actively trains and coaches new team members or existing colleagues learning new skills or acquiring knowledge • Innovates – instigates creative, new solutions to generate sales • Able to walk into a sales environment and transform it • Always 'pumped up' and motivated – keeps team's energy levels high • Team exceeds targets as a whole 	
<p>Key measures</p> <p>Sales targets Owner survey Team survey Complaint ratio Head of Group Sales feedback</p>	