



Job Description

Sales Manager

The purpose of this role is to manage the end to end sales process for Summerset retirement living options and implement strategies to optimise sales, enquiry and brand awareness. You will build relationships and work collaboratively to promote positive customer experience satisfaction at each touch point to ensure that Summerset meets its purpose of "Bringing the best of Life".



STRONG ENOUGH TO CARE



ONE TEAM



STRIVE TO BE THE BEST



BRINGING THE BEST OF LIFE

Business Unit	Sales
Reporting Line	Group Sales Manager
Contribution / Responsibilities	Sales, planning and reporting • Thorough product knowledge of the Summerset site, villa designs, serviced apartment options, retirement village environment and continuum of care arrangements • Coordinate marketing activity, facilitate tours and open days for prospective customers, their representatives and all interested parties • Meet sales targets, marketing goals, prospect projections and complete enquiry tracking • Prepare a detailed and targeted weekly sales plan, which is approved and followed • Provide sales reports to Regional Lead, use sales analytics to inform, identify potential opportunities, forecast and model predict and meet sales trends • Ensure that there is an early and strong focus on promoting sales of all additional services and add on extras in the Village (bundles of care and home care) • Generate early referrals to Summerset home care services and encourage new residents with home care packages to transfer to Summerset on entry to the Village Quality and risk compliance • Current industry knowledge and a sound understanding of the <i>Retirement Villages Act 1986</i> (Vic) ("RV Act") and The Retirement Villages (Contractual Arrangements) Regulations 2017 • Meet all compliance requirements and stay abreast of all changes that impact the retirement business environment • A sound understanding of quality and risk principles, with a commitment to continuous improvement, confidentiality and privacy Customer experience • The customer is kept well informed, offered guidance and support through the sales journey • Work in partnership with the Village Manager, to ensure a consumer centric approach is at the core of all interactions • Build relationships with customers, their families, a range of referral groups, key stakeholders, medical services and the wider community to optimise sales enquiries and referrer engagement Other This job description includes the main duties and responsibilities of the role however you will be required to do other tasks and duties, that would reasonably fall within responsibilities and skills of the role, at the request of your line manager.

People Leadership	Manage and develop direct report(s), with full accountability for all aspects of their recruitment, coaching, performance, recognition, and remuneration review within the parameters of company delegations. Foster and develop an inclusive team culture that works effectively with other teams to support Summerset's goals.
Health & Safety	Be a proactive contributor to ensuring the health & safety of our people, our customers, our contractors and our residents. This includes conforming to Summerset's safety culture expectations of an environment of zero-harm and compliance with health and safety policies and procedures.
Qualifications and Experience	• A relevant sales related qualification • Understanding of the Retirement Village Act (Victoria) • Retirement living sales experience would be advantageous
Relationships	• Work collaboratively with the Village team to ensure sales targets are achieved and smooth consumer transitions to the Village • Home Services Manager • Office Manager
Dimensions	• 0 - 1 direct reports

Values		
 STRONG ENOUGH TO CARE We treat our residents like family. We do what's right. We respect people as individuals.	 ONE TEAM We look out for each other. We take ownership and follow through. We share and listen to each other's ideas.	 STRIVE TO BE THE BEST We work hard. We like to win. We're always learning and improving.

Competencies	How you demonstrate this
Collaborates	Builds partnerships and works collaboratively with others to meet shared objectives.
Communicates effectively	Develops and delivers multi-mode communications that convey a clear understanding of the unique needs of different audiences.
Courage	Steps up to address difficult issues, saying what needs to be said.
Customer focus	Builds strong customer relationships and delivers customer-centric solutions.
Interpersonal savvy	Relates openly and comfortably with diverse groups of people.
Persuades	Uses compelling arguments to gain the support and commitment of others.
Plans and aligns	Plans and prioritizes work to meet commitments aligned with organisational goals.
Drives Results	Consistently achieves results, even under tough circumstances.
Instills trust	Gains the confidence and trust of others through honesty, integrity, and authenticity.
Optimises work processes	Knows the most effective and efficient processes to get things done, with a focus on continuous improvement.