



Job Description

Sales Manager

The purpose of this role is to manage the end to end sales process for Summerset's prospective residents in your Village(s) in line with Summersets Sales Academy and relevant policies and procedures. You will be responsible for ensuring that your village(s) achieve the sales and settlement budget.

This job description provides an overview of the responsibilities and tasks of the role. You may be required to perform job related tasks other than those specified.



STRONG ENOUGH TO CARE



ONE TEAM






STRIVE TO BE THE BEST



BRINGING THE BEST OF LIFE

Business Unit	Sales
Department / Team	Sales
Reporting Line	Group Sales Manager
Contribution / Responsibilities	<p>Sales, Planning and Reporting You will develop and manage a sales plan in collaboration with the Group Sales Manager ensuring that all legislative and business requirements and standards are met. You will be responsible for ensuring that:</p> <ul style="list-style-type: none"> • In addition to walk-in/phone enquiries, an outreach activity plan will be developed to achieve your sales targets. • Up to date customer and community database information is maintained relating to your specific Village(s) and region. • CRM management and projecting sales forecasts. • Regular reporting on sales against target is provided to the Group Sales Manager and other stakeholders as directed/agreed with the Group Sales Manager. • Sharpen your competitive edge by knowing your market and monitoring competitor activity • Act as a role model and champion for instilling a customer service culture in the village. • Represent Summerset to customers and residents in the village and will be seen on site supporting the team. • Represent Summerset within the community and sector and be recognised within the industry as being at the forefront of innovation and industry knowledge. <p>Customer Service You will uphold Summerset’s commitment to being a truly customer centered organisation. Respect for our customers will drive everything you do. You will ensure you are upfront, open and honest and always ask yourself if your actions would be something you would want for your own parents. You will ensure you:</p> <ul style="list-style-type: none"> • Have a deep understanding of the changes older people go through and their anxieties and uncertainties. • Potential customers and their families feel valued and respected throughout the sales process • Listen, learn, and always try to do the right thing. • Be open, honest, and transparent communication at all times with customers, their families and wider influences (lawyers, GPs, Pharmacists etc). <p>Product Knowledge You will be conversant with the service offerings available to residents and able to sell these with confidence to prospective residents, facilitating the commencement of these services with both clinical and administrative staff. You will be expected to liaise closely with the Care Centre Manager for assessment and advice when identifying a potential resident to the village who may need additional clinical support in order to live independently.</p> <p>Family Liaison You will be the main point of contact with families of former residents regarding refurbishment and selling of villas and apartments up until the point of ‘move in’ and documented resident hand over. The key objective being to maintain excellent family and wider customer base relationships and be recognised as the “best in category” in terms of how we work with families during the resale process. You will also be responsible for reporting to outgoing residents or their legal representatives (EPOA or Executor) as per legislation.</p> <p>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.</p>
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	<ul style="list-style-type: none"> • Positive "can do" attitude • Demonstrated sales ability incorporating ethical standards • Excellent interpersonal skills and emotionally resilient • A genuine interest in working with older people and a positive attitude to Ageing. • Computer literate (Word, Excel/Microsoft Office) • Business Acumen • Competing to win • High standards of personal presentation
Relationships	<ul style="list-style-type: none"> • Existing Residents and Families • Potential Residents and Families • Local community organisations relevant to our target market • Village Manager, Care Centre Manager and onsite team • General Manager Sales • Group Sales Manager • Wider Sales Team • Regional Operations Manager • Marketing and Communications Team • Legal Executives • Property Team
Dimensions	<ul style="list-style-type: none"> • 0 - 1 direct reports (Sales Assistant)

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.