



Job title	Sales Consultant
Department	Sales & Marketing
Responsible to	Sales Manager

Position Summary

To sell new homes at or above target prices and within the forecast timescales, always acting in the best interest of the company and in line with any rules and regulations to ensure our commitment to an exceptional service to our customers.

Key Working Relationships

Sales Manager, Head of Sales & Marketing, Sales Director, Marketing Manager, Marketing Assistant, Site Managers, Sales Consultants

Main Duties

1. Maintaining an up-to-date knowledge of our product and its construction, relevant local information, competitors, our unique selling points, the Consumer Code, General Disclosure of Personal Records, using such knowledge in a professional and structured manner.
2. Ensuring Hopkins Homes Health & Safety Policy and Personal Safety Policy is adhered to and all visitors are made aware of the requirements to wear PPE when entering the construction areas of the development.
3. Initiating approaches to prospects, recording and following up all visitors, regularly updating and progressing all prospects via our Daily Visitor Summary and CRM system.
4. Attending to the needs of visitors, customers and potential purchasers in an efficient, courteous manner such as to ultimately effect a sale.
5. Taking reservations and initiating all paperwork with speed and accuracy to support such sales, ensuring all purchasers understand the sales process, including financial and legal aspects.
6. Ensuring all timescales are adhered to by pro-active contract and completion progressing to meet or exceed set targets.

7. Building up good working relationships and having a continuous liaison with solicitors, estate agents, banks and building society managers and valuers.
8. Regular contact with the recommended Financial Advisor to ensure knowledge of the mortgage market and available products is up to date.
9. Excellent knowledge and effective communication of our part-exchange scheme to prospective purchasers.
10. Maintaining regular contact with estate agents and purchasers in relation to Assisted Move reservations.
11. Accurately and efficiently communicating all activities pertaining to your responsibilities, ensuring all requested paperwork is completed as necessary and in a timely manner.
12. Providing feedback and making recommendations on pricing, house types, layouts, advertising and marketing strategy as appropriate.
13. Ensuring the Sales Centre, Show Homes, Stock Plots and associated gardens are well maintained, cleaned and kept up to date, to maintain a standard of excellence and portray a professional image.
14. Sales of customer extras from the Hopkins Homes range within agreed timescales and to agreed targets.
15. Ensuring accuracy and sufficient stock of point-of-sale material and marketing material held by estate agents.
16. Undertaking new development appraisals as and when requested.
17. Effective liaison with the Site Manager to ensure good knowledge of plot construction and progress and safe areas of viewing.
18. Attending meetings that may be necessary in the performance of your duties.
19. Complying with and uphold company policies and procedures.
20. Undertaking any additional task as may reasonably be required from time to time.

It is a requirement of Hopkins Homes that all staff work in a flexible manner compatible with their job and in line with the objectives of the company. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of the business.