

**POSITION TITLE:** Senior Sales Consultant (Selwyn Village)

**REPORTS TO:** Director, Retirement Living

**POSITION SUMMARY:**

Develop, plan and implement a sales strategy that maximises sales revenue for Selwyn Village and Hansen Close (as required) through a market driven, ethical and sustainable process. Responsible for the sales process of new developments and re-sales. To look at continual improvement, implementing a strong and efficient sales and prospect management system.

Key Accountabilities	Measure
<b>Sales Process Management</b> <ul style="list-style-type: none"> <li>Develop, plan and implement Selwyn Village and Hansen Close (as required) sales strategy, associated plans, projects and budgets.</li> <li>Continually improve key sales processes.</li> <li>Prepare sales budgets and targets.</li> <li>Keep up-to-date with trends in the local retirement village property market and competitor activity.</li> <li>Monitor, review and report on all sales activity, results and K.P.I.'s.</li> </ul>	<ul style="list-style-type: none"> <li>An ethical, consistent and professional sales experience is provided at Selwyn Village.</li> <li>Expenditure within budget.</li> <li>Accurate and timely reporting to COO and Board.</li> <li>Achievement of K.P.I.'s</li> </ul>
<b>Prospect Management</b> Manage the sales process for new developments and all sales at Selwyn Village:- <ul style="list-style-type: none"> <li>Understanding Selwyn's target market.</li> <li>Maintaining a database of prospects.</li> <li>Regularly communicating with prospects.</li> <li>Arranging promotional events.</li> <li>Providing village tours and holding open days.</li> <li>Attend relevant trade/industry shows.</li> </ul>	<ul style="list-style-type: none"> <li>An accurate and up to date prospect database is maintained.</li> <li>Communication with prospects is proactively managed.</li> <li>Conversion targets are achieved.</li> </ul>
<b>Apartment/Villa Sales</b> Responsible for the sales process for new developments and re-sales at Selwyn Village and Hansen Close (as required), ensuring that: <ul style="list-style-type: none"> <li>Enquiries are responded to promptly and that sales prospects are provided with a welcoming and informative tour of villas/apartments and village facilities.</li> <li>The sales pipeline and customer relationships are proactively managed.</li> <li>Prospects are provided with advice to help them decide whether to purchase or not.</li> <li>Prospects are guided through the offer and acceptance process in accordance with Codes of Practice and Standard Operating Procedures.</li> <li>Incentives are offered (subject to Board approval) when necessary to close the deal.</li> <li>Deposits are accepted and receipted correctly in liaison with Settlement Services and the Statutory Supervisor.</li> <li>Once the completion date has been agreed, ensure that Director of Retirement Living is fully informed to manage the 'move in' experience.</li> </ul>	<ul style="list-style-type: none"> <li>Feedback from residents regarding the sales experience at Selwyn Village and Hansen Close (as required)</li> <li>Achievement of K.P.I.'s</li> </ul>

<p><b>Re-sales</b> Responsible for the re-sale process at Selwyn Village and Hansen Close (as required) by:-</p> <ul style="list-style-type: none"> <li>• Liaising with the Director of Retirement Living regarding the termination process.</li> <li>• Liaising with the Director of Retirement Living and property services regarding any refurbishments.</li> <li>• Providing the exiting resident and/or family the estimated value.</li> <li>• Representing the exiting resident in negotiations with prospective purchasers.</li> <li>• Monitoring sales as they proceed and liaising with all interested parties.</li> <li>• Ensuring that the price agreed is acceptable to the exiting resident and/or family and purchaser.</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from residents regarding the sales experience at all Selwyn Village and Hansen Close (as required)</li> <li>• Achievement of K.P.I.'s</li> </ul>
<p><b>Legal &amp; Contractual</b></p> <ul style="list-style-type: none"> <li>• Ensure compliance with the Retirement Villages Act, the Code Practice and standard operation procedures for all sales.</li> <li>• Maintain knowledge of the various contractual documents in use</li> </ul>	<ul style="list-style-type: none"> <li>• All legal and contractual activities are compliant.</li> </ul>
<p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>• Work with Director, Marketing &amp; Communications to develop advertising campaigns/promotions for Selwyn Village and Hansen Close (as required).</li> <li>• Assist in the development of the annual marketing plan for unit sales and provide advice on realistic sales forecasts.</li> </ul>	<ul style="list-style-type: none"> <li>• The level of enquiries is sufficient to sustain sales and settlement targets.</li> </ul>
<p><b>Independent Living Portfolio Pricing Strategy</b> In consultation with the COO, recommend values for unit selling prices at all sites having regard to:-</p> <ul style="list-style-type: none"> <li>○ Cost and development margin</li> <li>○ Price of local unit titles</li> <li>○ Market trends</li> <li>○ Desired returns</li> <li>○ Competitor pricing and Selwyn's market positioning</li> <li>○ Industry supply</li> <li>○ Unit orientation (to sun and/or views)</li> <li>○ What is included in the price</li> </ul>	<ul style="list-style-type: none"> <li>• Sales and settlement targets are achieved.</li> </ul>
<p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• Enter details into the prospect database and generate reports as required.</li> <li>• Prepare sales information packs.</li> <li>• Prepare contractual documents.</li> </ul>	<ul style="list-style-type: none"> <li>• An accurate and up to date prospect database is maintained.</li> <li>• High quality documentation is produced within agreed timescales.</li> <li>• All legal and contractual activities are compliant.</li> </ul>

<p><b>Culture</b></p> <ul style="list-style-type: none"> <li>• Demonstrate behaviour and communication style that reflects commitment and knowledge of the Selwyn Foundation Group's mission, values and goals</li> <li>• Ensure good relationships are maintained with management, residents and staff</li> </ul>	<ul style="list-style-type: none"> <li>• The Selwyn Way is reflected through actions and behaviour</li> <li>• Feedback for peers, manager and customers</li> </ul>
<p><b>Compliance &amp; Quality Improvement</b></p> <ul style="list-style-type: none"> <li>• Ensure familiarity and compliance with Foundation policies, standard operating procedures (S.O.P.'s) and best practice</li> <li>• Maintain the confidentiality of residents, clients, staff and the business of The Selwyn Foundation at all times</li> <li>• Implement the quality management system including a focus on continual improvement and achieving workplace objectives</li> <li>• Participate in the internal audit programme relevant to the area of work</li> </ul>	<ul style="list-style-type: none"> <li>• Incident reporting</li> <li>• Feedback from peers, manager and customers</li> </ul>
<p><b>Personal Development</b></p> <ul style="list-style-type: none"> <li>• Take responsibility for own professional growth and development and maintain a working knowledge of all relevant operational matters</li> <li>• Maintain a thorough working knowledge of software programmes pertaining to this position</li> <li>• Attend any scheduled training sessions as required for this position</li> </ul>	<ul style="list-style-type: none"> <li>• Initiative observed with regards to professional development</li> <li>• Up-to-date knowledge is evident through daily performance</li> <li>• Attendance at scheduled training sessions is documented</li> </ul>
<p><b>Health &amp; Safety</b></p> <p>Personal Health and Safety</p> <ul style="list-style-type: none"> <li>• Take care - do nothing that will expose you or others to harm.</li> <li>• Knowledge is power - know and follow the health and safety policies and procedures Selwyn has put in place to control risks.</li> <li>• Be aware - of and do something about things you see that could cause harm – waiting until someone is hurt is not how we want to do things at Selwyn.</li> </ul> <p>Health and Safety leadership</p> <ul style="list-style-type: none"> <li>• Model health and safety behaviours, taking a personal interest in and demonstrating a commitment to health and safety of those living, working and visiting the site.</li> <li>• Maintain a safe environment ensuring people know and comply with applicable Health and Safety procedures.</li> <li>• Communicate regularly with staff, contractors and residents on Health and Safety and encourage them to contribute to improving safety performance.</li> <li>• Monitor Health and Safety in their area of responsibility and immediately takes action to address any issues.</li> </ul>	<p>In their area of responsibility</p> <ul style="list-style-type: none"> <li>• Number of near misses reported</li> <li>• Number of new risks identified</li> <li>• Control monitoring versus plan</li> <li>• Staff and visitor health and safety compliance</li> <li>• Compliance with incident reporting and management procedures</li> </ul>

<p>Health and Safety procedure implementation</p> <ul style="list-style-type: none"> <li>• Ensure assigned health and safety monitoring (audits, inspections and reviews) are completed and assigned corrective actions are implemented.</li> <li>• Ensure hazards associated with the site or work under their control recorded, assessed and eliminated or controlled and that, where used, controls are regularly monitored.</li> <li>• Ensure all incidents or near misses on site or relating to staff under their control or visitors are recorded and investigated consistent with incident investigation procedures.</li> <li>• Ensure notifiable events that must be reported to external agencies are reported.</li> </ul>	
<p><b>Other</b> Undertake other relevant duties as required by your manager, following consultation with you</p>	As observed and reported

<b>Qualifications and Experience:</b>	
<ul style="list-style-type: none"> <li>• Experience of developing sales strategies and customer relationship management with a proven track record in a similar strategic sales role (minimum of 5 years business experience).</li> <li>• An understanding of the aged care industry and the provision of retirement and residential services is desirable</li> <li>• A relevant tertiary qualification.</li> </ul>	

<b>Core Competencies:</b>	
At all times, employees will respect and promote the organisation's values of faith, independence, care and wellness (The Selwyn Way). This will be reflected in each of these competencies through your actions and behaviours.	
<b>Customer orientation</b>	Cultivating strategic customer relationships and ensuring that the customer perspective is the driving force behind all value-added business activities.
<b>Developing strategic relationships</b>	Using appropriate interpersonal styles and communication methods to influence and build effective relationships with others (eg residents, families, peers, employees and external providers and suppliers).
<b>Communication and interpersonal skills</b>	Clearly articulates ideas in a way that is unambiguous and tailored to audience. Establishes constructive working relationships across a broad range of people, identifies and addresses others concerns.
<b>Initiative</b>	Ability to understand various situations and attend to in the most effective manner. Contributes ideas and knowledge and strives to exceed expectations.
<b>Drive for results</b>	Sets high goals for personal and group accomplishment; using measurement methods to monitor progress toward goal attainment. Continuously strives towards quality improvement, promotes a commitment to excellence and guides others to accomplish work objectives to meet the standards set.
<b>Attention to Detail</b>	Sets high standards, ensuring outcomes comply with all quality measures, organisational SOP's and legislative requirements. Documentation is appropriate and timely. Checks work for errors carefully and does not compromise accuracy despite pressures.
<b>Creative thinking</b>	Thinks with originality, showing imagination and the ability to discover new approaches.
<b>Teamwork</b>	Works together and co-operatively to achieve common goals. Accepts direction, supports others and offers assistance as appropriate.

<b>Functional Relationships:</b>		
<u>Direct Report</u>	<u>Internal</u>	<u>External</u>
	Director, Marketing & Communications	Prospective residents
	Director, Retirement Living	Agencies
	Director Property and Assets	
	Communications Manager	
	Residents	
	Legal Counsel	

Acknowledgement:	
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Job Holder Name	Manager's Name
_____	_____
Job Holder Signature	Manager's Signature
_____	_____
Date	Date