

# Job Description: Sales Manager

## Sales Manager

**Position:** Sales Manager

Reporting to: Area Manager

### Job Description:

#### Top Line

- Achieve budget income
- Achieve budget Vendor Contribution
- Work with Regional Manager to establish and set stretching but achievable budgets and individual sales targets annually

#### KPI's

- Achieve the 6 key KPI's
  - Number of Unconditional Sales vs Budget
  - Vendor Contribution vs Budget
  - Gross Advertising minus Vendor Contribution as a percentage of Gross Commission Income (expectation of less than 5%)
  - Referrals
  - New Exclusive Listings vs Budget
  - Market Share - Actual vs Target

#### Expenses

- Monitor and control all controllable expenses (no blowout)

#### The Business

- Consistently deliver a great experience in all aspects of the business
- Responsible for business and personal ethics; self and all branch personnel
- Responsible for staff care and well being
- Ensure the premises are always presentable, clean and tidy
- Ensure Office Administrator(s) are in company uniform: black dress trousers with Company white or red shirts
- Ensure that Company Policies are adhered to at all times.
- Learn, understand and promote the Company's operating systems

#### Motivation:

- Model and build the desired Company culture
- Ensure that the culture of the Company is maintained and preserved at all times
- Lead, motivate, support and guide all sales personnel
- Build the branch staff into a cohesive, high performing team
- Support and encourage Administrator(s)
- Support Property Managers on a day to day basis

#### Property Brokers Policies and Brand

- Work with and be guided by the Company policies
- Adhere to the Company brand strategies and rules

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## Personal Responsibility

- Lead by example: assist in selling, listing, obtaining Vendor Contribution, to be ahead of the game in all aspects of Real Estate
- Continuously develop oneself and attend any company personal development courses as identified by Senior Management
- Handle all disputes within the branch, including internal and external.

## Performance Management

- Work with Area and Regional Manager to establish who will carry out one on one's with sales people - either Area Manager, Regional Manager or a combination of both
- Work with Regional Manager to establish who will establish business plans with sales people - either Area Manager, Regional Manager or a combination of both. Business plans are to be aligned to Company and Regional Strategic Plans and will ensure the achievement of the vision, strategies and KPI's. Business plans to be monitored and checked for performance in conjunction with one on one business meetings

## Property Management

- Work with Property Managers on a day to day basis. Handle any issue, either personal or complaints. Any issue of a serious nature to be escalated to Regional Rentals Manager immediately.
- Motivate and support all Property Managers
- Work with and communicate regularly with Regional Rentals Manager
- Be involved in one on one meeting with Property Manager and Regional Rentals Manager every four months.
- Ensure and help enforce all rental procedures are in place and are being adhered to

## Responsibilities:

- Residential Sales Consultants
- Lifestyle Sales Consultant (where applicable)
- Rural Sales Consultants on branch matters. Rural business matters to be the responsibility of the General Manager Rural
- Commercial Sales Consultants on branch matters. Commercial business matters to be the responsibility of the National Commercial Manager
- Branch Administrator(s)
- Property Managers on a day to day basis
- Employment: All hiring and firing is to be the responsibility of the Divisional Managers, Regional Managers and Head Office