

JOB DESCRIPTION

1. IDENTIFYING FACTS

Title of Job:	Sales Assistant
Location:	Inverness
Number of Jobholders:	1
Title of Line Manager:	Highland Residential Manager

2. JOB PURPOSE

The sales assistant forms part of the property team and is responsible for generating sales leads, applicant management, and working towards personal objectives and the department's targets.

3. MAIN TASKS

1. New client lead generation, by phones, email or in person, to provide a professional property sales service to clients, complying with legislation and internal policy and procedures.
2. To undertake training in line with the LIFT sale process and fully understand the new build sales scheme, to work with developers and applicants to facilitate completion dates in line with the business needs.
3. Provide up to date knowledge on current services. To arrange and conduct viewings, create follow up appointments, to undertake good diary management and support the client in the early stages of the property sales process.
4. Communicate with professionalism, accuracy and in a timely manner.

4. MAIN ACTIVITIES

1. **New client lead generation and working towards targets, by provide a professional property sales service to clients, complying with legislation and internal policy and procedures.**

- Attending Market Valuation Appraisals with prospective Clients (full training provided) undertake LIFT appraisals and communicate with the developers. Advice on Home buyers reports and other legislation required.
- Ensure Customer Experience is conducted in a professional, friendly, positive and enthusiastic manner at all times.
- Ascertain applicants' needs by listening carefully to the details provided. To qualify applicants and match them to suitable properties for both private sales & LIFT properties.
- Advising and helping buyers to decide what they want to purchase or if a property is right for them - booking in qualified viewings.
- Conduct viewings
- Ensure all viewings are promptly followed up and that the vendor is immediately advised of the details.
- Progressing Offers to a satisfactory conclusion of sale, utilising the full auditable compliance process.
- Maintenance of client property files and adherence to company structure and standards.
- Compliance to legislative requirements and company directives, policies and procedures.
- Additional tasks as may be defined by Management.

2. **Provide up to date knowledge on current services and offers, arrange and follow up potential client appointments and support the client during the property sales process.**

- 2.1. Support our new clients and respond to their incoming enquiries.
- 2.2. Conduct property viewings as required.
- 2.3. Obtain feedback and negotiate offers inc LIFT sales process.
- 2.4. Advise and keep clients well informed throughout the sales process.
- 2.5. Generate accurate property schedules applying attention to detail
- 2.6. Implement property marketing, using online portals, supported by social media.
- 2.7. Update sales database and LIFT database, ensuring client files are current.
- 2.8. Carry out outbound calls and communication and follow up existing client contact in a timely manner

3. **Communicate with professionalism, accuracy and in a timely manner.**

- 3.1. Responding to all incoming and outgoing enquiries with urgency and with accurate and factual information.
- 3.2. Ensuring processes and procedures are completed accurately and on time.
- 3.3. Keep line manager and other team members up to date with progress.