

## ***JOB DESCRIPTION***

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| <b>Position Title:</b> | Sales Consultant                   |
| <b>Team:</b>           | Sales                              |
| <b>Reports To:</b>     | Principal - David Ayliffe          |
| <b>Delegates To:</b>   |                                    |
| <b>Hours of Work:</b>  |                                    |
| <b>Location:</b>       | 575 Pacific Highway <b>Belmont</b> |
| <b>Approved By:</b>    | Principal                          |

## ***POSITION SUMMARY & PRIMARY OBJECTIVE***

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Marshalls Property aims to provide competitive services in the real estate market, selling and managing residential and commercial property. The organisation strives for local market leadership and is continually seeking to enhance its reputation among both the public and members of the industry for honesty, integrity and competence as real estate practitioners.

The individual in the sales consultant role is required to contribute to the provision of quality services through effectively listing properties and managing the sales process in a manner that exceeds customer expectations. Success in this position will be dependent upon the individual's ability to exceed the sales targets as set by the Sales Manager and Management.

Working in a team environment with the other sales consultants, the individual will be expected to demonstrate commitment, loyalty and an ability to work as an enthusiastic team member in accordance with the organisation's office routines and procedures, keeping in mind the overall business objectives.

## **QUALIFICATIONS/ EXPERIENCE/ KNOWLEDGE**

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### **Knowledge & Experience Required**

#### **Essential**

- Possession of a Real Estate Licence or Certificate of Registration
- Current Drivers License
- Excellent verbal and written English communication skills
- A proven ability to build strong client relationships
- A proven ability to achieve and exceed set targets
- Attention to detail
- Strong negotiation skills
- An understanding of both local and national real estate markets
- Knowledge of effective marketing strategies relevant to the industry

### **On-Going Professional Development**

- There is an ongoing responsibility that as a license or certificate holder 12 CPD points must be accumulated every year
- CPD training must be undertaken in at least two learning categories. For most people this will mean undertaking workshops with and without assessment
- Each year, the Office of Fair Trading sets out compulsory topics you must study
- The requirements for your CPD points may vary according to when your certificate or license was issued
- It is your responsibility to log, track and record your CPD points
- It is your responsibility to understand your individual obligations under the PS&BA Act 2002. For specific information visit the Office of Fair Trading (OFT) website or contact OFT on Ph (02) 9619 8733

## ***ROLES AND RESPONSIBILITIES***

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- Achieve individual monthly / quarterly sales targets as set by management
- Maintain familiarity with all office listings but importantly manage listings assigned by management including regularly liaising with vendors, prospective buyers, solicitors, councils and any other essential party
- Complete all necessary documentation associated with listing and selling property, including preparation and execution of sales agency agreements and advertising material
- Complete and keep current compulsory checklists
- Provide regular written and oral feedback to vendors on market indicators and buyer interest
- Conduct market appraisals for prospective vendors
- Demonstrate an ability to convert listing presentations into exclusive office listing
- Demonstrate a commitment to satisfying Continuing Professional Development (CPD) requirements and therefore maintain current registration or licence
- Assist the organisation gain a better market share by identifying, recommending and implementing improved selling and marketing strategies
- Continually look to identify further business opportunities through effective liaising with other related businesses and colleagues
- Ensure potential customers are provided with reliable and accurate advice regarding property movements and industry trends
- To plan, design and conduct appropriate marketing and selling strategies for individual properties within budgetary limits
- Be responsible for accuracy and media insertions in relation to the marketing of a property
- Assist when required in preparing and providing various sales reports for the sales manager
- Endeavour to maintain an understanding of both local and national real estate markets
- In addition to the above role requirements, be involved in activities designed to assist Ray White Turramurra in gaining a greater market share, including telephone canvassing, door knocking and leaflet drops
- Assist when required with any internal project undertaken
- Assist the organisation achieve budgetary targets from its sales activities
- Ensure motor vehicle is maintained both mechanically and aesthetically at all times including comprehensive insurance
- Ensure punctual attendance for all internal and external business commitments
- Participate in key result area and key performance indicator review processes to establish areas for improvement

## **ROLES AND RESPONSIBILITIES** *cont'*

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- To perform your duties to a high professional and ethical standard
- To maintain a high professional and ethical profile in accordance with industry and company standards
- Maintain a well groomed and business like appearance

## **CORE COMPETENCIES**

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*The following Core competencies are the skills, knowledge and behaviours expected of an employee at Ray White Turramurra.*

### **Communication Skills**

Communicates clearly and professionally in written and oral forms to both internal and external clients.

### **Initiative and Confidence**

Generates and acts on new ideas that add value to the business. Looks at different ways to solve problems and address difficulties.

### **Achievement Drive**

Sets goals and strives to achieve them with enthusiasm and determination.

### **Business Acumen**

Has a good understanding of the business environment and the impact their behaviour has on the reputation of the company.

### **Respect**

Treats colleagues and customers in a manner which demonstrates integrity, honesty and fairness

## **ROLE SPECIFIC COMPETENCIES**

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*The following Role Specific Competencies are the skills, knowledge and behaviours that lead to a staff member being successful in their role.*

### **Client Focus**

Demonstrates a desire to address customer needs and does so in a professional manner.

### **Flexible Team Player**

Works effectively within a variety of situations, individuals and groups applying the 'whatever it takes' attitude.

### **Planning and Organisational Skills**

Establishes a clear course of action to achieve long or short-term goals in an organised manner.

**Commercially Focused**

Has a good understanding of the business environment and the impact their behaviour has on the reputation and financial performance of the company. Possesses and employs knowledge of systems, situations, pressures, and cultures inside and outside of the organisation to identify potential organisational, market, and other problems and opportunities.

**KEY PERFORMANCE INDICATORS**

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The following key performance indicators are provided as a guide that the individual in the role can use to identify whether he/she is performing at the minimum required standard. *Given the uniqueness of each role additional role relevant key performance indicators need to be included.*

**Financial**

- Individual gross sales commission of \$15,000 per month are met consistently.
- Introduction of 2 exclusive listings per month is met consistently.
- Introduction of 12 market opinions per month is met consistently.
- Collection of vendor payed advertising prior to commencement of the advertising campaign

**Customer**

- Testimonials received from all sales.
- New business acquired through referrals.
- No complaints lodged against the individual.

**People**

- Achieves 12 CPD points within the 12 month period required to have the certificate of registration or Real Estate Agents Licence renewed
- Sales reports completed with 100% accuracy and on time
- Required compulsory checklists and paperwork completed and kept up to date
- Maintains a team oriented approach in the work place
- Additional hours allocated to further industry related training / seminars
- Maintain a current drivers license
- Feedback from colleagues consistently positive regarding work contribution and work ethic
- Attendance to sales meetings (roles responsibilities)

## **WORKING RELATIONSHIPS**

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| <b>Team</b>     | <b>Purpose</b>   |
|-----------------|--|
| Internal Staff  | To maintain a team orientation working towards common group goals  |
| Sales Manager   | To liaise with the sales manager regularly, seeking advice and support when required and meet targets as filtered down from the Sales Manager  |
| Sales Support   | To ensure that the Sales Support has a clear understanding of the tasks delegated to them and that you, the sales consultant provide the necessary support where required. Ensure that material is given to the Sales Support with plenty of time to complete the task accurately and in a proper and professional manner. Sales Support is a support position, but the responsibility of accuracy and media insertions lies with you, the sales consultant. |
| Customers       | To deliver a high quality service to customers that exceeds expectations   |
| General Manager | To always work towards achieving the higher-level business objectives through the provision of effective property listing and selling procedures   |