

Sales Consultant Summary:

Demonstrating product knowledge & features, designs and benefits to potential homebuyers. Utilizes sales and marketing techniques, Ashcroft guidelines, and knowledge of assigned communities to achieve site and Ashcroft goals ensuring client satisfaction in accordance with Ashcroft's objectives. Ashcroft's expectation is that the Sales Consultant may work away from the model home or their site location.

Duties and Responsibilities

- Effectively manages sales generation by utilizing Ashcroft marketing materials, model homes, local resources and realtor relationships. Show the community, lots, condominiums and spec homes to clients and realtors. Market community (participation in local events or local sales organizations).
- Serves as trusted advisor/primary point of contact for home buyer from initial meeting through closing. Scope may vary during phases of sales process and from site to site.
- Tour and demonstrate features of model homes and benefits of purchasing an Ashcroft home.
- Generates excitement by effectively identifying needs of potential home buyers and matching related solutions.
- Builds confidence with potential home buyer by selling features/benefits of Ashcroft Homes and experience to include:
 - Ashcroft History and culture
 - Community advantages
 - Financing programs tailored to buyers' needs
- Comparatively shops products of competitors and visits those operating in same geographical areas.
- Prospect and visit realtors.
- Participates in Sales & Marketing meetings.
- Maintains buyer interest by effectively using listening and negotiating skills when confronted with objections, skepticism, conflict, etc. and counters with specific alternatives.
- Guarantees a realistic, but satisfactory home building experience for the client by proactively communicating to the client during the entire home building process. Communicates appropriate information to other Ashcroft personnel (e.g. Director of Sales & Marketing, Design Center etc.) May attend Conferences and Pre-Closing Walk-Through events. Tour/walk lots and homes under construction with customers under contract.
- Community management (drive/walk through community to check on appearance, signage, maintenance status of homes). Visit homes under construction to check on status.
- Meets with Director of Sales & Marketing regarding issues/status of homes.
- Ensures fair and consistent treatment by effectively solving problems when they occur, to the extent empowered to do so. Communicates results effectively to the Director of Sales & Marketing.
- Optimizes information flow by consistently and correctly utilizing Ashcroft systems which include but are not limited to NewStar. Database and electronic mail.
- Provides consistency in superior customer service by effectively providing direction and coordination of an associate's workflow through guidance, instruction, and coaching.

Skills and Abilities:

Ability to interpret, analyze and evaluate given information relative to selling techniques and potential homebuyer issues. Self-motivated with persuasive, enthusiastic and customer-service oriented personality and outstanding negotiation and organizational skills; detail-oriented aptitude. Outstanding verbal and written communication skills for high interaction with a variety of people inside and outside of the organization. Decisiveness and good judgment, problem-solving and analytical skills to act with authority and take risks in an environment with little direction from others.

Sales Consultant Description but not limited to:

A dynamic personality turns browsers into buyers! As a Sales Consultant at Ashcroft Homes, you'll be the one to spearhead new home sales within our dynamic sales & marketing team. Your motivation and proven ability to drive traffic, secure contracts and follow up with clients in a timely manner will assist Ashcroft Homes to continue to dominate the market as a builder of fine homes.

Ashcroft is committed to Sales Consultants who are ambitious, self-motivated and goal-oriented. The Sales Consultant will learn all products, sell homes and secure contracts. In addition, the Sales Consultant will follow up with clients, maintain the sales database, present features of homes and shop the area competition. You have an ability to provide the highest level of customer service, including exceptional communication skills -- both one-on-one and in front of large groups, is a must. Ability to work a flexible schedule, including weekend and evening hours is required.

The Sales Consultant must be committed to maintaining a high level of ethics and integrity in all dealings. A proven track record of success in building effective relationships through:

- a) self-generating leads
- b) cold calls/visits
- c) referred leads
- d) follow-up calls
- e) establishing rapport and practicing attentive listening is a must.
- f) Proactively face challenges and handle all situations with perseverance and patience.
- g) Being committed to providing clients with excellent services and products is required.
- h) The capacity for creating focus and exceeding goals successfully are necessities.
- i) Realtor/Co-Broker businesses, referrals and self-prospecting
- j) 10 new clients weekly; 5 initial appointments; 2 follow-up appointments; and creating 3 net sales, with the final goal of creating a satisfied customer.
- k) Maintain accurate records of all communications.
- l) Monitor and record daily client traffic utilizing company designated tracking tools.
- m) Periodically gather data and prepare reports for management review.
- n) Responsible for maintaining the condition of the Presentation Center, models and inventory homes communicating with field and office staff of maintenance issues and ensuring issues are resolved in a timely manner.
- o) Required to cross-train on other communities within Ashcroft as needed
- p) Sales Consultant shall not refer any business, lenders or services which have not been approved by Ashcroft Homes.
- q) Professional appearance and presentation a must at all times
- r) Computer proficient with ability to learn new systems quickly
- s) Ability to know when to close
- t) Numerical aptitude with basic understanding of financial principles
- u) Must possess a valid driver's license with clean abstract
- v) Knowledgeable with the Agreement of Purchase and Sale for houses/condominiums, i.e. deposit structures, interim and final closings, condominium fees etc. and all related documentation.
- w) Tarion Knowledge
- x) Maintain inventory of supplies
- y) Maintain knowledge of community demographics and amenities: local businesses, restaurants, shopping centres, boutiques, employers, recreational facilities specifically geared to empty nesters/seniors/retirees, investors groups, physicians, lawyers etc.
- z) Train and engage the sales assistant/host/hostess, receptionist and ensure time is effectively managed while producing results.

Competencies:

Customer Focus
Approachability
Listening
Drive for Results
Time Management
Perseverance
Composure

- Team player with strong communication skills
- Must be willing to work weekend and evenings as required by the needs of the business
- Experience using a CRM required
- Consistent, high level of enthusiasm
- A strong willingness to work toward a common goal
- Sense of humor

Interested candidates, email CV and cover letter, with the position you are applying for, to: czachariou@ashcrofthomes.ca