

Sales Manager

The Company

Birchgrove is a new brand for the UK retirement living market. We're developing a portfolio of high quality assisted living apartments, solely for private rent.

Birchgrove residents will enjoy an on-site restaurant, hairdressing & beauty salon, wellness & fitness suite, library and gardens. Plus access to a 24hr concierge and tailored care & support to help with anything from household cleaning to more personal care.

The first development in Sidcup opened to residents in May 2019, our second in Woking is opening this year and our third development in Ewell will open in late 2021.

The Role

A unique opportunity to join a socially conscious company as a Sales Manager, reporting to the General Manager.

You will be responsible for filling a Birchgrove retirement community and then running a waiting list to manage future vacancies. At the same time you will be expected to generate your own leads through community outreach.

The Person

The ideal applicant should be:

- An experienced sales manager
 - Numerate in providing up to date sales information to the MD and at the same time comfortable talking to customer about their financial situation
 - Experienced in marketing & selling high value & high involvement products and/or services
 - A self-starter who is ambitious and goal orientated
 - Familiar with key steps in the sales cycle & relish the pursuit of new customers
 - Conscientious & very well organised with a structured approach to marketing & sales activities
 - A good record keeper and understands the importance of a well maintained and managed CRM
 - Confident in their ability to network with influencers in the community such as district nurses, estate agents and home care providers
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Key Responsibilities

Key responsibilities will include:

- Creatively find ways to maximise the footfall to generate interest and move ins.
- Work with the onsite team to handover reservists ready for move in.
- Research and network with key individuals and organisations within the Sidcup community (e.g. healthcare providers, local government departments, NGO's and other entities involved in the welfare of older people) to raise awareness of Birchgrove and generate referrals.
- Manage the sales shift rota to ensure the sales office is sufficiently maned to meet all the customer enquiries.
- Manage the sales cycle with each of your customers following our selling philosophy (which will be included in our training).
- Have input in to our sales & marketing collateral
- Manage an effective database of all customers and influential organisations that are important to keep in touch with, and keep accurate sales records.
- Ensure all leads are followed up in a timely manner.
- Represent Birchgrove at local events to maximise our exposure & awareness in community forums.
- Create interesting stories & PR opportunities to showcase Birchgrove and its work, including documenting stories of customers whose lives have benefitted from making Birchgrove their home.

Person Specification

Essential qualifications:

- To have excellent literacy skills & to be educated to at least A-Level
- Familiarity with all MS Office components
- CRM management experience (we use an industry specific system called Sherpa CRM)

Essential other:

- To be able to work flexible hours to manage all sales conversations & visits which may sometimes be outside of normal working hours and will include weekend work
- To be willing to undertake and participate in some personalised sales training
- To be aligned with our philosophy as outlined on: www.birchgrove.life

Desirable requirements:

- Some form of sales or marketing qualification

To Apply

Email your CV and cover letter to matt@birchgrove.life