

# Commercial Sales Success

The outputs of your sales activity is your measurable performance. Although these results may be reflective of a team or site based effort, you can influence affect them with your individual effort.

The commercial success of your performance comes from:

<p>Your net Reservations against target</p>	<p>% of sales achieved, calibrated quarterly as a percentage of your net sales achieved versus target sales</p>
<p>How much control is gained through referrals to great financial and wealth management advisors and solicitors</p>	<p>Your Sales Director will calculate the % referrals to selected financial and wealth management advisors and solicitors and base the percentage on live sales in the quarter.</p> <p>% sales referred for qualified and controlled Reservations – monthly reporting and proactive management</p>
<p>Sales progression and contracts exchanged within 4 weeks average</p>	<p>Measuring and reducing your average time to Exchange. Acknowledging influence when month average is extensively affected by a chain. Your effort and proactivity will be rewarded as you show that you can positively influence each sale and provide dynamic reporting and solutions for situations that will adversely affect a successful Exchange. Your aim and success comes from bringing Exchanges forward and show that you motivate customers and 3rd parties pushing for improvement with each sale.</p>
<p>Cancellation management</p>	<p>Proactive management of any cancellations shows when you actively manage and anticipate potential fall through of your sales. you will be judged when you could have taken action but didn't. its better to take a solid, qualified sale than put all the effort in and have a fall through.</p>
<p>Effective negotiation</p>	<p>You have huge influence on the profitability of every sale so your approach to negotiation, your entrepreneurialism and lateral thinking in how you craft a workable sales for all parties is fundamental in your sales success. The most professional and successful sales people can negotiate a sale with effective tactics and liaison with their sales manager. Moderate performance is when you require supervision with your to craft a sale yet you maintain control and strive to achieve good negotiations. Poor sales competence is seen when there is a high need to supervise the negotiation of a sale.</p> <p>Greta negotiation skills are seen when you are able to articulate and manage the negotiation that is required to achieve a sale. How you show that your negotiation starts when there is commitment to a home and that you have a full grasp of what is required to agree the terms of sale. Poor negotiation is when you negotiate too readily, offer deals/discounts to easily and don't deflect negotiation that is prompted to early.</p>

<p>Creative use of ways to enable a sale to work</p>	<p>There is reward and merit in lateral thinking, your entrepreneurialism within appropriate boundaries, your initiative and the extent to which you work with your regional sales management team. You show your competence when you work in a rational way to protect the company's best interests, whilst also serving the customer well and within brand values.</p> <p>When you show that you are proactive and lead customer situations, actively proposing how to make a sale work, taking the initiative with acceptable autonomy, representing the business' commercial interests and reflecting the company values when promoting a customer and attempting to work on a sale so that it can proceed; mobilising customers to market their existing home, changing the shape of the finance to enable the new home purchase, working timelines to fit all parties interests, you show your brilliance!</p> <p>Accountability is a significant behaviour here, risk taking is not encouraged, lateral thinking and a can do attitude is what is being encouraged.</p>
<p>Referral from site to site</p>	<p>Referring customers between sites/brand is encouraged. Where you can't enable a sale on your site, you have the influence to secured commitment to explore the company's offering elsewhere. Being a brand advocate is a clear sign of professionalism and commercial thinking.</p>

Where can you make improvement? How can we help you?

<p>Your net Reservations</p>	
<p>control through referrals</p>	
<p>Sales progression</p>	
<p>Cancellation management</p>	
<p>Effective negotiation</p>	
<p>Creative use of ways to enable a sale to work</p>	
<p>Referral from site to site</p>	

Let us know where we can help you, we have solutions for all of the elements to help you to achieve optimum sales success.

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