

What you'll get from the Driving Sales Programme

The Driving Sales programme and being involved and engaged in our community of Sales Managers will mean that you get clarity and the best ways in which you can be brilliant as a sales manager. Being involved in the whole programme means that you will:

1. Take time to review and refocus on how you drive sales through your team, the how to successfully sell all the homes you are building, at a profit and quickly. We will help you to make sense of the volume of numbers you have to keep in your head and help you to see how they fit together so that you keep your focus and deliver great results.
2. Be really confident and clearly in command of your important numbers and all your data. We will focus on your build programme, how it relates to annual and quarterly target-setting as well as understanding bottom lines and profit margins so that you view each development in its entirety and develop how you get your team to embrace their leads and customer data in fresh ways so that they create, make and take sales with a different, more agile approach and adapt readily to changes in our marketplace.
3. Develop your ideas and behaviour on two specific aspects of successful leadership in driving sales, your planning, your self-organisation and how you optimise rally strong and persuasive communication.
4. Look at how you can stretch your team; create, establish and nurture a winning team using effortless style, empathy and lots of emotional intelligence. Whilst of course meeting the added challenge of achieving all this across a scattered geography!!
5. Consider how you recruit, onboard and induct new people into your team and give you simple, yet clever, ways to be 'always training and coaching' your team through focused conversations and observations during every day visits across your patch.
6. Unpack how to manage and measure performance when you're not always there. We'll share with you specific ways you can motivate and inspire a challenging bunch of sales people optimising Emotional Intelligence and developing your resilience helping you to show up as a great and good leader of your team, inspiring and motivating others you meet in your job.
7. Develop a better way to manage every sale through to a smoother, swifter, exchange and completion. We will help you to analyse how timely and thorough preparation of every new development you manage, prior to launch helps you and we will share with you ways to stress-test every new contract; be strong on collaborating with business partners (solicitors, IFA's, agents), keep your targets in sharp focus at all times, go deep on detail and challenge your team to 'own' every sale, and all the parties involved in it.
8. Look at innovative ways to secure stalled sales and to know when it's time to replace a sale. Ultimately, you will gain a robust understanding of the cause and effect of your decision making on the cashflow of the wider business whilst really understanding how you can increase your attention to detail, your problem-solving and your decision-making.
9. Set the bar for how your team portrays the brand and the values of your business. We'll look at practical and behavioural ways you can model and bring to life what your business strives to represent not just to every customer but to the wider housebuilding industry.
10. Help you to establish the corporate vision of your brand, how the value words translate into real life scenarios, what you and your team can do every day to be great ambassadors tackling attitudes, behaviours, presentation standards, branding, Health & Safety as well as ensuring that you and your team are ready to Sell and optimise each sales opportunity.
11. Lift your leadership behaviours that help you to sets an example, to model the behaviour you want others to reflect and how you build trust and learn to coach and delegate to others to assure your personal efficiency and effectiveness
12. Recalibrate your approach to Customer Experience – how you create Experience over Process for your purchasers. We will help you to coach your sales team so that they drive up their sales as well as their service performance – two different perspectives that lead to strong operational performance through your people.

ellare.

T. 0333 305 7525
E. hello@ellare.co.uk
W. ellare.co.uk

 **in** [@weareellare](https://www.instagram.com/weareellare)