

Job Profile

Job Title	Persona Sales Executive		
Job Reference No.	HOMEJD817	Date of issue:	04 May 2026

The job in a **nutshell...**

This role sells newly built Persona homes across a defined group of developments. It supports customers from first enquiry through to reservation and completion, making sure every sales opportunity is maximised. The role works across multiple sites, balancing sales performance, customer experience and quality standards. It contributes directly to sales targets, reputation and repeat recommendations, while representing Home Group and Persona consistently and professionally.

What **success** will look like...

Sales activity across the allocated developments runs smoothly and consistently because every enquiry is followed up, tracked and progressed. Opportunities are not lost through delays or poor handovers, and accurate information is always available to support decisions. Sales pipelines remain healthy, visible and realistic, giving confidence in forecasts and delivery against planned timescales.

Customers feel informed, supported and confident throughout their buying journey. They understand the homes, the process and what happens next because information is clear and timely. Viewings are well managed, reservations are secured efficiently, and customers stay engaged through to completion, reducing fall throughs and complaints.

Homes are sold in line with, or ahead of, agreed sales programmes. Pricing, incentives and reservations are handled correctly, protecting income and margin. Progress against targets is clear and transparent, with reliable updates shared with the wider sales team to support collective performance and decision making.

Developments are presented to a consistently high standard. Unsold homes are checked regularly, issues are picked up early, and presentation reflects the quality of the product. Customers receive clear and well-run completion demonstrations, helping them feel confident and reducing post-completion queries.

Quality standards are met without exception because processes are followed and checks are completed properly. Customer documentation, reservations and records are accurate and up to date. This protects customers, supports compliance and ensures that audits, reviews and handovers run without disruption.

Strong relationships are in place with customers, colleagues and partners because communication is open, timely and professional. Customers recommend Home Group to friends and family, contributing to reputation and future sales. Feedback is positive and used to improve how developments are marketed and sold.

The sales suite operates as a welcoming, professional environment. Customers feel comfortable and well supported, and information is easy to access. Technology and systems are used confidently to keep records accurate, manage contacts and support collaboration across the regional sales team.

The role adapts well to working across multiple sites. Travel and diary management support consistent presence where it is most needed. Sales activity remains effective despite changing locations, priorities or market conditions, ensuring reliable delivery across the whole area.

You'll already have these **brilliant** skills, qualifications and knowledge...

Transferable Skills.	Technical qualifications, experience and knowledge.
We have a win-win mentality • Strive to find a solution everyone is happy with • Take ownership of joint issues and see them through to resolution • Be positive and solutions-focused	Residential property sales • Experience of selling homes or working within an estate agency or residential sales environment • Securing reservations and progressing sales through to completion • Working to clear sales targets and timescales
We have an eye for detail • Pays attention to the details • Has appropriate skills and experience • Using and recording information accurately and timely	Customer-led sales delivery • Building strong relationships with customers at different stages of life • Supporting customers through complex or high value purchase decisions • Delivering high levels of customer satisfaction and recommendations
We are self-starters • Be well organised • Be proactive • Strive to get it right first time	Development and site knowledge • Presenting new build homes confidently to customers • Explaining house types, layouts, features and options clearly • Managing viewings and on-site sales activity professionally

We'd also love you to have, or be **brilliant** at... (but don't worry if not)

Experience selling new build or affordable home ownership products
 Confidence using CRM systems and digital sales tools
 Understanding of quality standards and completion processes
 Experience working as part of a regional or multi-site sales team
 An interest in developing your career within housing and property sales

We're all **accountable** for...

Health and Safety of our ourselves and others; put simply this includes taking the time to complete all learning, understanding your role-specific responsibilities, working with reasonable care and taking steps to address and report problems related to Health and Safety.

Taking a proactive approach to your learning and development to be the best you can be. This includes understanding and keeping up to date with all our relevant policies and processes as well as taking advantage of all the learning opportunities and resources available to you ... they're there for a reason but don't worry, we'll help keep you informed along the way.

Promoting equality, diversity and inclusion as a top priority at Home Group; leading by example in your actions and demonstrating our Brilliant People behaviours.

Keeping things compliant! You'll have role-specific and organisational goals but it's important you take these seriously and keep people and information secure and safe within the scope of doing your bit here at Home Group.

Comfortable operating in a modern digital workplace, including using digital tools to work collaboratively and productively.

Other **important** stuff...

Budget Holder	No	Budget value up to £	0
Manages People	No	# of direct reports circa	0
Travel	Occasional	Driving Essential	No
DBS	None		

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