

SALES MANAGER

REPORTING LINE - CEO

GENERAL PURPOSE OF THE JOB (JOB SUMMARY)

Elaborate and implement the sales strategy of the property projects being handled by the Semaris group (both for New Mauritius Hotels and Semaris), excluding Domaine Palm Marrakech.

DUTIES AND RESPONSIBILITIES:

- Elaborate global sales strategy
- Participate in the development of marketing strategy and plans
- Define, monitor and manage the sales budget
- Elaborate the sales network strategy. Select, monitor and motivate the sales agent, brokers and referrals according to the implementation plan of the sales strategy
- Elaborate a yearly roadmap and monitor its implementation.
- Participate in concepts and realisations of all marketing and sales collaterals
- Measure the efficiency and the conversion rate of the marketing and sales campaigns
- Define yearly sales budget and objectives
- Selection and implementation of sales action plan and events towards promoting the products and stimulate the sales
- Facilitate and coordinate where appropriate the interactions between all the development teams, whether it be operational, legal, finance etc...

- Supervise and manage the sales administration process
- Select, coach and animate the sales team

Manage Sales Agents:

- Lead and motivate sales agents
- Ensure sales agents are trained regularly
- Provide accurate product information to sales agents in a timely manner

Maintain Client Relationships

- Directly manage the sales with the client in specific cases
- Oversee the overall client relationships and intervene with clients as and when necessary until the sales in done
- Ensure clients are properly looked after in a professional manner
- Ensure that any communication with the clients is in line with the project brand standards and corporate image

Product Expertise

- Have a deep knowledge on the technicalities of the product
- Ensure the product offering is well known and understood by the sales team

Liaison with Real Estate Brand & Communication (B&C) Department of NMH

- Keep a close line of contact with the B&C team of NMH
- Ensure marketing materials and supports are readily available for the sales team

Stay informed on the Real Estate Industry

- Stay aware of the evolution of the real estate industry both in Mauritius and internationally

Any other cognate duties as may be necessary in the circumstances and / or required by the employer.