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# *Area Sales Manager*

**Position Outline**

***Lifestyle***  
**COMMUNITIES**

# The Lifestyle Story...



**2003**

James Kelly, Dael Perlov and Bruce Carter developed a business plan

**2004**

Development of our first community at Brookfield –  
Opened in June 2005

**2007**

Listed on the Australian Stock Exchange

**2012**

Major capital raising of \$36m

Since beginning Lifestyle Communities in 2003, our mission has always been to enable working, semi-retired and retired people over 50 to enjoy affordable luxury living in a secure community setting, while having the freedom to enjoy new possibilities with greater peace of mind.

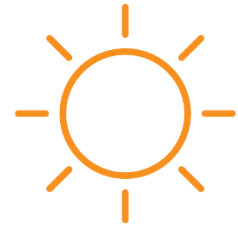
Our first community was at Brookfield in Melton, and over the years we have kept improving on what we do based on the feedback from our customers and homeowners. We have grown the business on two key adages;

1. “You never get a second chance at a first impression” and we ensure that whether it is the look of our communities or the service we deliver, our customers always get a fantastic first impression.
2. “A customer may forget what you told them, but they will never forget how you made them feel”. We want to make every customer touchpoint an amazing experience, one that they will remember and recall with friends and family. We want to ensure that their experience living in a Lifestyle Community is an extremely positive one.

These two adages have been the key enabler of our growth and success over the years, and will become even more important as we develop and grow.



# Our Purpose



We're champions for facilitating a bigger, more enhanced life for our homeowners. A cohort of like-minded retired, semi-retired and working downsizers who belong to a generation that's seen more change than any before; and possibly any to come.

We **build** communities because our homeowners have worked hard for what they have and they deserve affordable, beautifully-designed and low maintenance homes in concert with best-in-class amenities. We **create** communities because our homeowners haven't given up on returning to a time when they built strong communities around their own homes. We **nurture** the homeowners within our communities because they seek a space that's truly their own, that strikes the perfect balance between connection and privacy; independence and activity.

Like us, our homeowners rail against an earnestly bland existence or disappearing into a sea of sameness; the one-size-fits all approach that places limitations on what's possible. Which is why we actively listen to them; to their hopes for now and their dreams for the future, so the next time they ask, "what's next?" we've already been busy reimagining.

But, most of all, we champion bigger, more enhanced lives for our homeowners because we know that reducing their property footprint takes a giant leap of faith. This is why we believe it's a privilege to walk alongside them as they elevate the next phase of their lives.

Like us, we believe they're just getting started.  
After all, they're the generation of change. **And they're not done yet.**



**2014**  
1,000th homeowner  
moved in



**2016**  
2,000th homeowner  
moved in &  
10th Community  
Clubhouse opened



**2018**  
Acquired 17th  
Community Site &  
3,000th homeowner  
moved in



**2023**  
Land purchased for  
our 31<sup>st</sup> Community  
5,198 homeowners  
1340 pets  
An ASX top 200  
business

# Role Summary

As the Area Sales Manager you will drive, monitor, and ensure new settlements targets are achieved.

You will manage a team of Lifestyle Consultants to deliver exceptional results and amazing experiences for our homeowners through the sales journey in our developing communities.



# Who Am I?

I am a **passionate** person that really enjoys working in a highly engaged and supportive environment to deliver **amazing** service to our team and customers. I have an absolute **passion** about customer service and believe that delivering amazing customer service should be in every business' ethos.

I have **high empathy** and can put myself in the shoes of team members and our homeowners to understand their needs and how to provide an experience that exceeds their expectations.

I have **high EQ** and my working style is one of **collaboration** and **consultation**. I see this role as both **challenging** and **rewarding**.

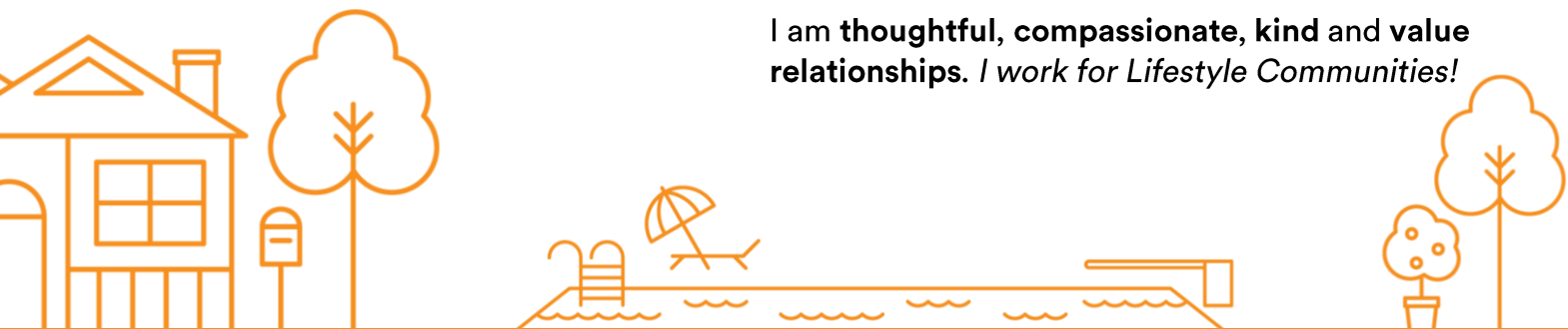
I am eager to grow my skill set whilst at the same time using my experience to achieve and drive results and **make a real difference**.





I continually seek to improve the overall experience for our team members and homeowners. I am excited to **think outside of the box** and constructively challenge the business to be exceptional in all that we do.

I treat everyone with **respect** and show humility in all interactions. I believe that Lifestyle Communities makes a real difference to our customers lives and I work to ensure that I can also make a difference to what we do and the service and product we deliver.

I am **thoughtful, compassionate, kind** and **value relationships**. *I work for Lifestyle Communities!*





Our customer  
is our **only truth**

Do it from  
the heart

**Own it,  
sort it**

Play as  
a team

Deliver.  
Delight.  
**Everyday**

Be constantly  
curious

## Our Values

Our values drive all our interactions with our customer.

We know that by living these values we can deliver excellent customer service to all stakeholders and believe that these values differentiate us from other operators in this sector.

POSITION TITLE	Area Sales Manager
REPORTS TO	Executive General Manager - Sales
DIRECT REPORTS	<div><div>✓</div>Lifestyle Consultants</div> <div><div>✓</div>Sales Support for your region</div>
LOCATION	<div>Support Office</div> <div>Level 5, 101 Moray Street,</div> <div>South Melbourne VIC 3205</div> <div>Travel to Lifestyle Communities throughout Victoria, as required.</div>
EMPLOYMENT TYPE	Full Time
DEPARTMENT	Sales Team
KEY RELATIONSHIPS	
INTERNAL	<div><div>✓</div>Executive General Manager - Sales</div> <div><div>✓</div>Lifestyle Consultants</div> <div><div>✓</div>Sales Support</div> <div><div>✓</div>Settlement Lead</div> <div><div>✓</div>Lifestyle Management Team</div> <div><div>✓</div>Customer Contact Centre</div> <div><div>✓</div>Marketing Team</div> <div><div>✓</div>Design and Construction Team</div> <div><div>✓</div>Finance Team</div> <div><div>✓</div>People Experience Team</div> <div><div>✓</div>Managing Director</div>
EXTERNAL	<div><div>✓</div>Our Homeowners</div> <div><div>✓</div>Potential Homeowners</div> <div><div>✓</div>Vendors</div> <div><div>✓</div>Key Suppliers</div> <div><div>✓</div>Sponsorship clubs</div> <div><div>✓</div>Landscapers</div> <div><div>✓</div>TDH Supervisors</div>

## LEADERSHIP

### KEY TASKS / DELIVERABLES

- ✓ Lead and develop a performance-orientated culture across your area by imbedding an attitude to 'sort it' in the team.
- ✓ Be an escalation point to offer support and guidance to the Sales team regarding the customer sales journey.
- ✓ You will show leadership through your communication, behaviour and performance as a Brand Ambassador.
- ✓ Being an amazing leader, your leadership style will be highly consultative and collaborative, and will work to support and bring out the best in your team.
- ✓ Your leadership style will actively demonstrate a passionate commitment to the Lifestyle Communities brand and values which will generate a team that is confident, resilient, and customer-focused.
- ✓ As a skilled leader of people and developing high-performance teams you bring a strong track record of performance in leadership roles.
- ✓ Finally, it is a style that is compassionate and kind and works to support people in their endeavours, celebrating successes and recognising when someone has taken appropriate risks as well.
- ✓ You will give the teams in your region a clear sense of direction and purpose by articulating clear expectations about objectives and targets and providing regular feedback.
- ✓ You will build teamwork and cooperation across communities by sharing resources, knowledge, and skills.
- ✓ You will focus on the training and development of your team so that they are suitably skilled to conquer the opportunities and challenges of their roles.
- ✓ You will champion change and communicate plans to key stakeholders to ensure successful outcomes.
- ✓ You will accept constructive criticism without taking it personally and improve performance as a result.

### WHAT WILL SUCCESS LOOK LIKE?

- ✓ You will lead by example and display the values and purpose of Lifestyle Communities.
- ✓ Your team will feel valued and driven to meet and exceed company sales objectives.
- ✓ Your communication and behaviors will inspire and motivate team members.
- ✓ You will positively represent Lifestyle Communities to Homeowners and other outside resources, through your communication and behaviours.



# Area Sales Manager

## CUSTOMER SERVICE

- ✓ Every outcome must result in a positive customer experience, and you will hold the customer at the heart of everything you do.
- ✓ You will be motivated to produce ongoing innovation in all processes and procedures to enhance efficiencies and the customer sales experience.
- ✓ You will execute all aspects of your role with the key focus of delivering an amazing customer service experience that delights.
- ✓ In a very timely manner, you will follow through on customer enquiries, requests or complaints and keep customers updated about the progress of their enquiries; we seek to provide a response to all customers within 24hrs of being raised.

- ✓ All efforts are made to achieve exceptional results for our customers.
- ✓ You will continually look for new and creative initiatives to improve outcomes for customers.
- ✓ All concerns or enquires are resolved in a timely manner.

## SALES

- ✓ You will ensure that there is adequate coverage at each community in your area to achieve sales outcomes.
- ✓ You will support your team with the delivery of events to maximise and grow sales results. You will work closely with consultants and the Project Marketing Manager for your region.
- ✓ You will coach and mentor the team to deliver an adaptive sales process for all customers.
- ✓ You will lead CRM (Salesforce) management and outbound telephony.
- ✓ You will strategically work towards the achievement of new home settlement targets. You will work closely with the Head of New Sales as required.

- ✓ Sales targets are achieved.
- ✓ The Sales team feel supported and mentored.
- ✓ Events are executed to achieve business objectives and deliver an exceptional customer experience.
- ✓ Salesforce is accurate and managed in a timely manner.

## RELATIONSHIP MANAGEMENT

- ✓ Work in conjunction with your fellow Area Sales Managers to ensure and drive consistent processes, procedures and outcomes across all communities/projects.
- ✓ You will mentor, develop and train the sales team to deliver amazing customer service outcomes and business sales objectives.
- ✓ You will work closely under the direction of the Head of New Sales to provide support and consistent delivery of business priorities and service expectations.
- ✓ You will proactively foster positive and functional working relationships between the Sales team, Lifestyle Managers and Project

- ✓ Consistent processes, deliverables and expectations are driven in each region.
- ✓ You will create and develop strong relationships with your team so that they actively seek your feedback and guidance.
- ✓ You will proactively work towards collaboration and team results throughout the business.

# Area Sales Manager

## PERFORMANCE MANAGEMENT

Team Members. This is essential to achieve company outcomes for the customer.

- ✓ Your ability to work closely with Marketing, Finance, People Experience, etc are all strong determinates in your success as Lifestyle Communities operates a very open management structure.

- ✓ Complete constructive 3-month and 6-month probation reviews for all new Sales team members in your area in consultation with the Head of New Sales.
- ✓ Develop, communicate and monitor clear performance objectives for team members and provide regular performance feedback and appropriate performance management principles.
- ✓ With your hands-on approach to your Sales team members, you will conduct meaningful annual reviews in collaboration with the Head of New Sales
- ✓ You will identify team member strengths and weaknesses and you are confident to address these through recognition or encouragement and support.
- ✓ You will provide feedback in a constructive, helpful way to ensure the team members knows the required improvements and how we will support them to achieve this.
- ✓ You will escalate any performance matters to the Head of New Sales and People Experience.

- ✓ Poor performance and/or behaviours are addressed in a timely manner.
- ✓ Team members are trained, mentored, and developed to achieve company objectives.



## What will *success* feel like for you?

In addition to fulfilling the requirements listed in this position outline, you will be **inspired** and **challenged**, and your learning curve will be steep. You will genuinely believe in the purpose of the business, and you will wake up eager to start the working day where your contributions are valued and rewarded.

### THE KEY CHALLENGES OF THIS ROLE:

- ✓ Providing Local Leadership within an autonomous environment.
- ✓ Working across departments to find the best customer solution every time.
- ✓ Leading remotely and plugging gaps where necessary – Jack of all trades.
- ✓ Coaching a highly competent team.
- ✓ Being an expert across several communities.
- ✓ Winning and keeping the respect of all team members.

# OUR ASK OF YOU

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We have a strong history up to today and we need passionate, motivated and entrepreneurial team members to challenge the status quo.

By joining the Lifestyle Communities team, you are committing to give it your all, live our values, take some risk and make a difference.  
That is all we ask.

I understand the key deliverables and values of Lifestyle Communities, and will execute my role as **AREA SALES MANAGER** to reflect this position outline.

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Signature