

Full Job Description

Job Category – Head of Sales

Location – 41340 Government Rd, Squamish, V0N 1H0 Canada, 203 - 1390 Alpha Lake Rd, Whistler V8E OH9 Canada

Schedule – Full time

Position Type - Management

We are looking for a full time Head of Sales. Are you looking for a new opportunity?

RDC Fine Homes Inc has an exciting opportunity for a Head of Sales for the lower mainland and Sea to Sky corridor. This is a senior management position with a seat on the Leadership team. Are you an expert in sales with a knowledge of the residential new home and renovation sector? Are you passionate about working with a team of industry leading professionals to help drive a vision of building the homes of tomorrow?

RDC Fine Homes Inc is an award-winning leader in the construction and renovation of high-performance homes with a brand reputation as a leader in housing innovation and customer service. With offices in both Squamish and Whistler, RDC has been serving the North Shore of Vancouver and the Sea to Sky corridor for over 30 years.

As Head of sales, you will be responsible to drive revenue growth for the company by identifying, engaging, and converting potential customers into paying clients.

RDC is looking for an ambitious, self-motivated individual who is aligned with our core values:

- Positive -Focus on Transparent Solutions
- Sustainable -Taking care of our environment, economy, & community to grow together
- Reliable - If you say you are going to something, we TRUST you are going to do it.
- Performance - Exceeding Expectations - Time, Quality, Cost!

Education and Experience

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- Proficient in use of all Microsoft applications
- Excellent communication skills



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- Sales experience
- Understanding of the residential construction industry with background in both building and managing the construction of sustainable, high-performance housing.

Functional Accountabilities

- Achieve or exceed assigned sales quotas by closing deals, cross-selling and nurturing clients/developers within the target market.
- Maintain an accurate and up-to-date sales pipeline using the company's CRM, ensuring that prospects are appropriately managed through each stage of the sales process and regularly report on sales performance metrics, such as sales activities, pipeline progress, and revenue generated, to management.
- Consistently identify and qualify new business opportunities through outbound prospecting, networking, referrals, and inbound leads.
- Maintain and strengthen relationships with existing clients, ensuring their satisfaction and addressing any issues that arise after the sale.
- Act as a company representative at trade shows and industry events, and work collaboratively with other departments to meet sales targets and enhance overall company performance
- Stay on top of industry trends to identify potential opportunities for company growth

Key Competencies

- **Sales Skills**

Proficiency in sales techniques such as upselling, cross-selling, and closing strategies to maximize sales opportunities and achieve targets, ability to construct and negotiate a profitable contract.

Behaviors: Is a motivated, resourceful self starter.

- **Building Knowledge**

Definition: Knowledge of general building industry and building science behind high performance buildings and airtightness. Brings a strong practical understanding of modern high performance residential new home and renovation construction and understands the benefits to engaging in an integrated approach to optimize the 3 parts of the construction triangle.

Behaviors: Can use language that is easy for clients to understand as well as communicating clearly with industry professionals.

- **Drive for Results**

Definition: A strong, focused desire to meet and exceed sales goals consistently.

Behaviors: Sets aggressive targets, demonstrates a high sense of urgency, and is tenacious in pursuing leads and closing deals.

- **Influence and Persuasion**



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Definition: The ability to convince prospects of the value of the product or service, overcoming objections and moving the prospect toward a purchase decision.

Behaviors: Uses persuasive communication techniques, tailors messaging to the prospect's needs, and closes deals effectively.

- **Persistence and Resilience**

Definition: The capacity to stay motivated and maintain high performance, even in the face of rejection or setbacks.

Behaviors: Handles rejection well, follows up persistently with leads, remains focused on goals, and bounces back quickly after losses.

- **Initiative**

Definition: A proactive approach to identifying opportunities, pursuing leads, and taking actions that drive success without waiting for direction

Behaviors: Takes the initiative to find new business opportunities, self-motivates to pursue challenging prospects, and continually seeks to improve performance.

- **Communication Skills**

Definition: Clear and effective verbal and written communication tailored to the audience to build rapport, convey value, and persuade.

Behaviors: Engages in active listening, presents product benefits clearly, adapts messaging to the customer's needs, and communicates effectively at all levels.

- **Planning and Organization**

Definition: The ability to plan and manage time and resources effectively to ensure that sales activities are executed efficiently, and goals are met.

Behaviors: Prioritizes tasks, manages time well and keeps a well-organized sales pipeline.

Salary Range for this position is between \$90,000.00 to \$110,000.00 annually with additional compensation in commissions on contracts for construction.



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