



**PINEWOODS**  
WELLS-NEXT-THE-SEA

## Job description

### Sales Advisor

LOCATION	Pinewoods
REPORTING TO	Senior Sales Advisor, Pinewoods

#### Pinewoods is part of the Holkham Estate

Holkham's vision is to be the UK's most pioneering and sustainable rural estate.

The Holkham Estate extends over 25,000 acres. The land and property-based activities include residential and commercial lettings, property development, arable and vegetable farming, forestry and country sports. The leisure businesses comprise a country inn, a holiday park, beaches, car parks, admissions, cafes, shops, weddings, concerts and events.

Holkham was awarded as Best Large Employer – Eastern Region in 2023. We have high levels of staff satisfaction, quality learning and development opportunities and a strong work ethic where the human touch is never lost.

#### Pinewoods, Wells-next-the-Sea

Situated in an outstanding location on Beach Road, Wells-next-the-Sea, Pinewoods is a five star graded Holiday Park offering a combination of caravan holiday homes for purchase, holiday homes & lodges for hire and touring caravan pitches. In addition, Pinewoods has responsibility for the stunning Wells Beach and its iconic beach huts, for hire and sale and also operating the Wells Beach Bus.

#### Overall job purpose

As a Sales Advisor at Pinewoods Holiday Park, you will be responsible for selling new and pre-owned holiday homes and beach huts. You will be the first point of contact for customers, guiding them through the entire sales process, from initial enquiry to post-sale support. You will also be responsible for maintaining strong relationships with existing customers to drive repeat sales and referrals.

The postholder will have a customer focused mindset, with a keen interest in sales and holiday home/beach hut ownership. They will be expected to work independently and as part of a small close-knit team, focussed on sales targets and objectives. Working alongside the Parks reception and grounds-based teams, the role has an element of administrative function including communicating with the Parks' holiday home owners and maintaining records.

## Key Responsibilities

The following is intended to provide guidance as to duties but is not exhaustive;

### Sales & Customer Engagement

- Assist potential buyers in choosing the right caravan holiday home for their needs and lifestyle.
- Guide customers through the entire sales process, from initial enquiry to completion, ensuring a seamless experience.
- Conduct site tours of the holiday park, showcasing the location, amenities, and available plots.
- Maintain a comprehensive knowledge of available stock, pricing, and any promotions to provide customers with accurate and detailed information.
- Handle customer inquiries both in person and via phone, email, and online platforms, responding promptly and professionally.

### Customer Relationship Management

- Build and maintain strong, long-term relationships with customers, ensuring high levels of satisfaction and repeat business.
- Provide after-sales support and assist with queries regarding warranties, upgrades, or any ongoing needs.

### Sales Administration

- Ensure that all sales paperwork is completed accurately and in a timely manner, including contracts, invoices, and relevant documentation.
- Maintain accurate records of customer interactions and sales activity within the Elite database and paper copy files.
- Undertake regular audits of customer records, ensuring compliance documents are accurate and up to date.
- Meet or exceed individual and team sales targets, contributing to the overall success of the sales department.

### Team

- Work closely with the wider holiday park team including outside contractors to coordinate the smooth handover of sold holiday homes and ensure customer satisfaction.
- Attend regular team meetings to discuss sales progress, share best practices, and stay updated on product offerings and park developments.

### Marketing Support

- Assist in promoting the holiday park and available holiday homes through various marketing channels.
- Participate in Caravan Shows, open days, exhibitions, and other sales-related events to generate leads and attract new customers.

## Personal qualities

- Excellent communication skills,
- Able to provide exceptional customer service with the ability to work with customers on all levels, including demanding and complex customers.
- A strong eye for detail, organisation, and time management.
- Discrete and trustworthy
- High level of professional and personal standards.
- Proficiency in Microsoft Office Suite
- Flexibility to work weekends, holidays, and peak times as required.
- Consistently demonstrate and able to develop in others the 5 Holkham Behaviours below.
- Motivated by achieving targets.
  
- Desirable:
  - Previous experience in a similar role within the hospitality or holiday park industry
  - A full UK driving licence.

## Training

You will be required and encouraged to engage in a program of professional development.

# HOLKHAM

Our **vision** is to be the UK's most pioneering and sustainable rural estate

## Our ambitions

We are custodians of important historic buildings and collections which we will treasure, enhance and revitalise before we hand these on to the next generation.

We will be pioneering, sustainable and influential in managing our landscape, farmland, habitats and wildlife.

We will create welcoming experiences to attract, inform and inspire those who visit or stay with us.

We want Holkham to be a great place to work, where talent is developed, teams set their own high standards and the human touch is never lost.

We will be a force for good in helping local communities to thrive, by providing employment, homes, and support for local businesses and charities.

## Our five great behaviours

**TEAMWORK** **MUTUAL RESPECT**  
**SUSTAINABILITY** **CHALLENGE** **GO SEE**