



JOB DESCRIPTION – SALES ADVISOR

LOCATION Gayton & Caravan Parks

REPORTING TO General Manager

£28,000 PER ANNUM PLUS SALES BASED COMMISSION

About Us

McDonnell Caravans has been helping people create unforgettable holiday memories since 1966, when Mr McDonnell Snr transformed a plot of land into our very first caravan sales showground. With a focus on personal service and family values, the business quickly flourished. In 1983, Mike McDonnell proudly took the reins, continuing the family tradition of warm service and trusted expertise.

Today, our experienced team of 25 dedicated staff is passionate about helping you enjoy the freedom and choice that holiday home ownership brings. In 2024, we became part of Holkham Estate, joining their award-winning array of hospitality and leisure businesses. We continue to deliver the exceptional customer service our owners have come to expect, but with the additional expertise and support of the Holkham team.

Job Purpose

As a Sales Advisor at McDonnell Caravans, you will be responsible for selling new and pre-owned holiday homes and touring caravans. 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/touring caravan ownership. You will be expected to work independently and as part of a small close-knit team, focused on sales targets and objectives. Working alongside the office and grounds-based teams, the role has an element of administrative function including communicating with the Parks' holiday home owners and maintaining records.

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 touring 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 caravan parks, 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.
- Assist customers guiding them through the purchasing process, ensuring they have all necessary information.

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 database and paper copy files.
- Meet and exceed individual and team sales targets, contributing to the overall success of the sales department.
- Assist the General Manager in keeping window prices up-to-date and refreshed as required

Team

- Work closely with the wider team 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 caravan parks 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.

Skills and Experience

Strong leadership skills, with a visible, hands-on approach and the ability to lead by example.

- Excellent communication skills
- Ability to provide exceptional customer service and work effectively with customers at all levels, including those with demanding or complex needs
- Strong eye for detail, with excellent organisational and time-management abilities
- 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.
- Full UK driving licence (essential)

Desirable:

- Previous experience in a similar role within the hospitality or holiday park sector
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Personal Qualities

- Discreet and trustworthy.
- High level of professional and personal standards.
- Performance-driven work ethic.

Training

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