

Sales Manager position outline

March 2026



Lifestyle
Communities®



The Lifestyle story

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.**

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Role summary

The Sales Manager plays a key leadership role in the success of our communities. From shaping the customer journey to enabling your team to succeed, you'll ensure our communities continue to grow with strong sales, clear rhythms, and strategic momentum.

You'll lead community-level sales strategy and operations across developing and established communities. In addition to directly selling, you'll support your team with daily guidance, help navigate important decisions, and be the go-to person for everything from pricing and staffing to customer experience and performance.

This role brings together operational sales leadership, team support, and a strong connection to the local community. You'll collaborate closely with the Area Sales Manager and other leaders to align strategy with action, while also taking ownership of the success and vibrancy of your community outcomes.



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 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.



**Do it from
the heart**



**Constantly
curious**



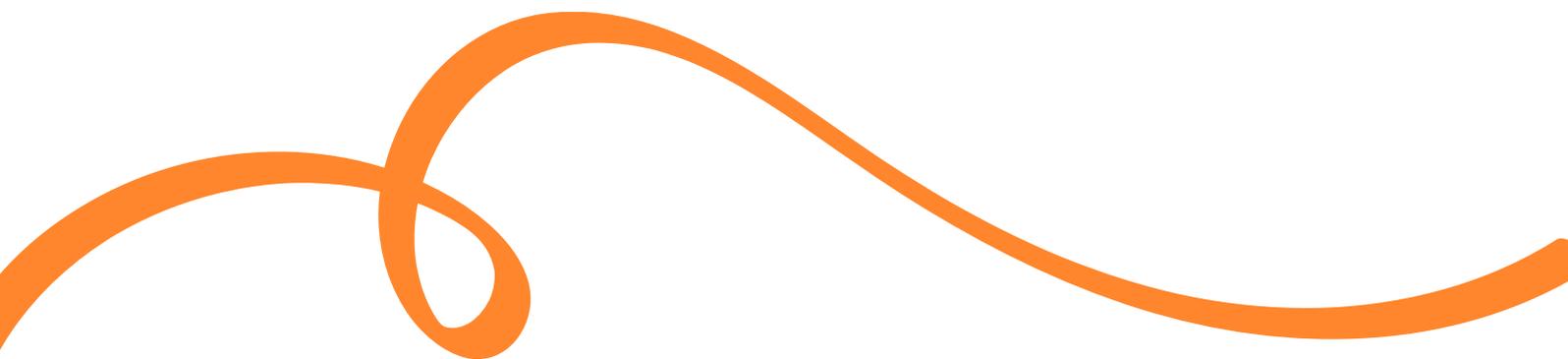
**Own it.
Sort it.**



**Strive for
excellence**

Position title	Sales Manager
Reports to	Area Sales Manager
Direct reports	<ul style="list-style-type: none"> • Lifestyle Consultants • Sales Support for your region, where applicable
Location	<p>Based at a community within your region.</p> <p>Travel to Lifestyle Communities throughout Victoria, as required.</p>
Employment type	Full Time
Department	Sales
Key relationships	<p>Internal</p> <ul style="list-style-type: none"> • Executive General Manager – Sales • CEO • Head of Resales • Lifestyle Consultants • Sales Support • Settlement Lead • (Homeowner) Experience Team • Contact Centre • Marketing Team • Design and Construction Team • Finance Team • People Experience Team <p>External</p> <ul style="list-style-type: none"> • Our Homeowners • Potential Homeowners • Vendors • Key Suppliers • Sponsorship clubs • Landscapers • TDH Supervisors
Core attributes & skills	<ul style="list-style-type: none"> • Proven leadership in property, land lease, lifestyle, or related sectors. • Strategic thinker with a knack for motivating and influencing others.

- Comfortable making pricing and stock decisions in a fast-moving, customer-facing environment.
- Experienced in pipeline forecasting, CRM tracking, and report generation.
- Able to manage competing priorities and community complexity with clarity and focus.
- Excellent communicator who can liaise confidently with stakeholders across sales, projects, marketing, and development.
- Values accountability, rhythm, team alignment, and continuous improvement.



Sales Manager

Key tasks / deliverables

Sales leadership & execution

- Actively selling across one or more communities as needed.
- Managing and supporting at least one developing community, as well as one established community with opportunity for growth of Portfolio size.
- Guide the team during pre-appointment planning, pricing decisions, customer follow-ups, and negotiations.
- Provide strategic and critical thinking support to Lifestyle Consultants, helping them manage objections, craft offers, and maximise appointment conversion.
- Lead the review and sign-off of sales pricing with a daily strategic lens for both Established and Developing as required.
- Proactively identify and resolve any issues related to pricing, customer objections, or delays.
- Assist in managing sales gaps and pipeline over a 6-month period, ensuring consistency with forecasted community performance.

Operational oversight & sales process

- Own and manage rostering and resourcing across your designated communities, ensuring each site is adequately covered.
- Conduct and review sales forecasts and weekly pipeline reports, including Hot-Warm-Cold status from consultants.
- Provide a structured and insightful weekly update to ASM – including wins, concerns, challenges, and continuous improvement ideas per site.
- Lead regional huddles with project teams.
- Own and lead the community management meetings when ASM is not available or in conjunction with ASM.
- Own / Sort and Escalate urgent community issues, customer complaints, or operational barriers to the ASM promptly.
- Represent community needs to the broader business and liaise directly with the Development and Marketing teams.
- Make decisions on community pricing, stock, and team resourcing in consultation with the ASM—who holds responsibility at the PCG level—to ensure alignment and support.
- Drives sales tactics, events, focuses on key developing and established community stock issues and works with marketing to maximise opportunities

Team leadership & culture

- Lead a team of Lifestyle Consultants and Sales Support within your portfolio, focused on coaching, performance uplift, and role clarity.
- Drive team rhythm through structured Bi-weekly 1:1s, daily check-ins, and two quick weekly huddles to proactively manage pressure points, morale, and concerns before they escalate.
- Contribute / Own: onboarding and development roadmaps for team members, with structured feedback loops and expectations.
- Support a culture of responsibility, ownership, and excellence in both developing and established communities.

Community & regional strategy

- Work closely with the Marketing team to inform and align local activity, event planning, digital campaigns, and PMM appointment growth.
- Assist in shaping and executing local sales campaigns, promotions, and product offers.
- Provide insight into local market trends, pricing sensitivity, and customer feedback.
- Support community reputation by addressing customer concerns and managing expectations transparently.

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.
- Coaching a highly competent team.
- Be an expert across several communities.

Our ask of you

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 **Sales Manager** to reflect this position outline.

Signature

Date