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The Sector Skills Council for
the places in which we live and work

asset  skills



Asset Skills Case Study

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asset  skills

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I manage a team of 10 staff. We offer government grants of up to £100,000 to people that are unable to afford the cost of buying a property on their own. Our main target audience is existing social housing tenants and key workers such as teachers, nurses, police and firemen. More recently we have also started letting brand new 1 and 2 bedroom apartments at government subsidised rents. These are primarily for key workers that are unable to raise a mortgage or those who are unable to afford private rents.

“The main objective of our organisation is “creating places where people want to live”.”



Ultimately I have to ensure that we meet our targets, which are set by The Housing Corporation and ensure that our stakeholders are kept informed of our activities.

Describe a Typical Day?

My job is quiet varied and no two days are the same. A typical day may consist of the following:

- Responding to and actioning e-mails (internal and external)
- Preparing a report on our performance for the Tower Board
- Designing the brief for a new marketing campaign
- Chairing a team meeting to discuss the current workload and how the team needs to structure itself to achieve target and deliver great customer service
- Attending a meeting at the Housing Corporation to discuss new products
- Running a coaching session with my Team Leader about a new database that we are about to introduce

What is your background?

I have had three previous jobs and all three have taught me different skills that are relevant to my current role: After leaving University where I studied Business Studies, I began working in an Estate Agency. Here I gained valuable selling skills, particularly in relation to property sales, I was then promoted to Branch Manager, and learned how to manage staff, resources and budgets. I then became an Auditor for a chain of Estate Agents, where I learned the importance of attention to detail in minimising RISK in business, as well as understanding the law and other legislation affecting property sales in the UK.

Before joining Tower, I worked as a Medical Sales Representative for a large Pharmaceutical company; this enhanced my existing selling skills and equipped me with additional presentation skills.

What are the main objectives of your organisation?

The main objective of our organisation is “creating places where people want to live”. In achieving this objective we also aim to aspire to:

- Offer exceptional customer service to all of our customers (we have received several awards for this, including a Charter mark)
- To be the Number 1 Housing Association in the UK
- To be recognised as a great company to work for and an excellent employer – we recently won the Sunday times 100 Best Small/Medium Sized Companies to work for.

What skills do you think are most important in your role?

- Selling Skills – you need to be good at selling our products to our customers, keeping stakeholders (namely various government departments) happy and motivating your staff to do a good job.
- Management Skills – you need to know what makes people tick. I have a team of mixed ages, sexes and skills sets. They are all motivated by different things. My job is to play to each of their strengths in order to achieve results.
- Organisational Skills – I am responsible for overseeing all government Low Cost Home Ownership activity across 12 boroughs in South London. To do this well and manage a team of 10 would be impossible if I was not organised.

What type of training have you been given by your organisation?

IT: Microsoft PowerPoint, Word, Excel & Outlook
 Management: “Leading from the Front”, “The Appraisal Process”, “Time Management & Stress”, “Coaching Skills”, “Dealing with Difficult People”, “Managing Sickness Absence”
 Customer Service: “Mary Guber Language of Service”, “Customer Friendly Writing”, “”
 Presentations Skills: “Presentation Skills”, “Advanced Training Skills”
 Marketing: “How to write Powerful Copy”
 Legal: “The Property Misdescriptions Act”, “The Right to Acquire”, “The Data Protection Act”, “Equal Opportunities in the Workplace”

What is your favourite part of your job?

The favourite part of my job is my team. I work with a great bunch of people who all work hard and play hard. There is mutual respect within the team and although it may sound corny, we are really like one big happy family. As a team we all get a real buzz out of helping key workers and other members of the community to get on the property ladder.

What are your plans for the future?

I intend to stay with Tower for the foreseeable future and want to continue climbing the managerial ranks. Who knows, I may become a Director one day!
 Outside of Tower I would also like to run my own business, perhaps as a wedding planner. Either way I have to be doing something where I am helping people and improving lives.

