

Thurlow Nunn

Role Profile	
Sales Manager	
This Job Reports to:	General Manager, Sales Director
Who Reports to this Job	Sales Consultants, Driver/Valet
Working with	Management Team, Sales Administration, Service Team, Accounts, Valeters
Overview of this job	<p>Achievements:</p> <ul style="list-style-type: none"> • To optimise and increase sales department profitability whilst maintaining high levels of customer satisfaction • To ensure the team sells an agreed volume of new & used vehicles whilst retaining budgeted profitability and meeting customer satisfaction objectives <p>Customer Focus:</p> <ul style="list-style-type: none"> • To meet or exceed customer satisfaction objectives, to strive to retain customers to the Retail Facility and the brand
Criteria for Success	<p>This job holder can be measured by:</p> <ul style="list-style-type: none"> • Sales volumes and market penetration • Profitability • Customer satisfaction (PSS scores) • Retailer / Manufacturer standards
Specific Tasks	<p>This job holder must be able to:</p>
Strategic	<ul style="list-style-type: none"> • Identify and arrange to order appropriate vehicles in order to meet Vauxhall criteria whilst maximising the profit opportunity • Ensure adequate stock and mix in order to offer the appropriate range of vehicles and colours to customers • Ensure adequate mix of demonstration vehicles available in appropriate condition at all times • Discuss and agree performance objectives with Manufacturer and retailer management for the sale of vehicle accessories, finance and associated products • Arrange off-site promotional events in order to raise brand awareness, sales and profitability
Financial	<ul style="list-style-type: none"> • Adhere to the policies and procedures for insurance sales as set out by the Financial Services Authority • Validate order forms written by Sales Consultants and create supporting profit sheet to monitor performance • Sign-off interdepartmental paperwork and invoices • Monitor the age of the stock and take remedial action where stock is approaching fully paid, in order to protect cash flow • Maintain an awareness of stock held at other locations to optimise the offer to a customer • Ensure high standard of vehicle presentation and showroom housekeeping to optimise sales performance • Create, implement and monitor an action plan in order to achieve their objectives

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Personnel & Customers	<ul style="list-style-type: none">• Analyse and/or review operational and financial data to determine whether the department is meeting budget goals• Determine the reasons for budget variances, including overruns and underages• Complete monitoring documentation as required including Showroom controls and DOC's• Review the monthly sales and profit performance in co-operation with other department managers to determine where improvements can be made• Value customers part exchange vehicles using available resources and underwriters whilst maintaining full knowledge of local and national market conditions for retailing and re-selling part exchanges• Create and discuss the composition of the offer sheet for each customer with the sales consultant and provide sufficient advice, coaching and direction to enable them to present the offer positively and handle initial customer objectives• Assist the sales consultant with complex objection handling if necessary• Agree follow-up actions with the sales consultant for any customers who have not purchased and ensure this plan is executed• Ensure the sales team completes documentation with regard to showroom logs, diaries etc• Plan targeted prospecting activity and ensure the sales team approach this enthusiastically• Ensure appropriate vehicles are called off to satisfy customers orders and that these are prepared to the correct standard, and that all relevant paperwork is completed to ensure a smooth handover to the customer• Plan and oversee the completion of sales campaigns and advertising and promotional activities to ensure their cost-effectiveness• Communicate knowledge of product & promotional information to the sales team• Calm dissatisfied customers, resolve complaints with sensitivity, and involve others when needed• Build a strong rapport and relationship with financial institutions and certain other businesses• Monitor financial expenditures to ensure adherence to the budget• Ensure that the department is adequately staffed to achieve objectives• Recruit appropriate individuals for the department subject to the Retail Operator's approval and budgetary limitations• Provide induction training for new team members to familiarise them with work surroundings and role• Coach and develop the job-related skills of team members to support improvements in their job performance• Direct team members in handling day-to-day problems and issues to enable them to operate efficiently and meet customers' needs• Communicate vision and goals to staff, and establishes work priorities to ensure that the most urgent tasks are handled first• Provide appropriate feedback and support (e.g., training, equipment) to team members to ensure their ability to perform the required tasks• Plan and adjust the workloads of department personnel to match their skills and abilities, considering the shifting priorities of the department
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	<ul style="list-style-type: none"> • Participate fully in measurement and feedback processes, to complete and return personnel documentation on time and to embrace personal training and development opportunities • Work to support other team members in the achievement of their objectives when asked to do so or required by their manager • Other duties may be undertaken from time to time • Duties may change over time and the job-holder will be expected to co-operate where such changes are reasonable
<p>Knowledge and skills required</p>	<p>This job holder must have knowledge of:</p> <ul style="list-style-type: none"> • Product and promotional information. • Vehicles in order to accurately appraise/evaluate them for their retail potential • Manufacturer consultative selling processes • Automotive systems (e.g., understanding of basic vehicle layout, function, and location of parts) • Manufacturers products and recent improvements through technical bulletins, training courses and technical magazines etc. • Vehicle warranties, services, repairs • The retail motor industry and automotive systems in general • All of the variables that will affect the business plan, including supply, demand, profit, competition, promotion, pricing, manufacturing issues, insurance rates, and finance rates • In-house computer systems (e.g., DCS, Windows, internet, e-mail, prospecting tools, showroom controls) • Computer literacy • General office equipment (i.e., phone systems, copiers, fax machines) • Mathematical skills and numerical flexibility • Relevant local, national, and European regulations and laws pertaining to the automotive industry • Competitors' products, prices and ranges • Vehicle legislation, consumer legislation, and trade practices • The retail facility's organisational structure • Lead time for calling off vehicles • Manufacturer promotion packs, incentive schemes, bonuses et. • Local underwriters, GAP, Glasses Guide and how to use each in order to optimise profitability • How to HPI a vehicle • Retailer / Manufacturer standards and objectives, Retail Facility and individual objectives, both cultural and financial <p>And be able to:</p> <ul style="list-style-type: none"> • Handle high level of paperwork (documentation of payments, verification of accuracy of charges, etc.) • Pay attention to detail (appraising vehicles, paperwork, presentation) • Work independently and manage own time and that of others • Be accountable for the successful operation of the department • Demonstrate the ability to handle high level of financial and analytical work

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	<ul style="list-style-type: none"> • Work with large sums of money • Display a professional appearance and an enthusiastic attitude • Work in a busy, active, lively environment • Confidently and competently order millions of pounds worth of stock, and present this stock appropriately • Carry out work that impacts others greatly in a professional manner • Work under high pressure to achieve results • Lead, coach and motivate the sales team • Ensure that all health and safety legislation and internal procedures are followed
Competencies	<ul style="list-style-type: none"> • Establishing and Maintaining Relationships
	<ul style="list-style-type: none"> • Team working • Customer Orientated • Strategic Leadership • Coaching & Developing • Problem Solving & Decision Making • Continuous Improvement • Results Focused • Integrity • Flexible • Planning and Organising/Team Leader • Communication • Numerate • Computer literate • Business Integrity