

JOB DESCRIPTION

POSITION TITLE:**Sales Manager****JOB PURPOSE:**

- Responsible for the development and performance of all sales activities at the Ford Dealership by staffing and directing the sales team and providing leadership to them to achieve maximum profitability and growth in line with company vision and values.

RESPONSIBILITIES:

- Establish department objectives and pursue them through planning, analyzing, controlling and measuring performance.
- Responsible for the performance and development of the Sales team.
- Develops a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.
- Prepare and manage annual operating budget for the New & Used Vehicle Department.
- Work with General Manager/General Sales Manager in forecasting controllable expense items for the New & Used Vehicle Department.
- Capable of covering the Business Office to deal conclusion.
- Responsible for sales operations costs, including remuneration plans for staff.
- Comprehend, keep current and comply with laws that affect New & Used vehicle sales.
- Aid in the development of advertising campaigns and other marketing promotions, and monitor their effectiveness.
- Recruits, tests and hires sales staff based on criteria agreed upon by Senior Management; educate, motivate, guide and evaluate the performance of sales staff.
- Direct sales employees in setting their objectives on a short and long range basis.
- Adheres to all dealership and manufacturer policies, directives, procedures and business ethics codes and ensures that they are communicated and implemented to the sales team to ensure they understand and follow dealership practices.
- Manage activities of department staff; conduct daily and weekly sales training sessions.
- Ensure all salespeople possess a valid driver's license and are licensed according to government regulations.
- Direct sales employees to build more effective communications, to understand training and development needs, and to provide insight for the improvement of the Sales team sales and activity performance.
- Prepare action plans by individuals as well as by team for effective search of sales leads and prospects.
- Monitor and maintain efforts of salespeople to improve image and customer satisfaction ratings of dealership.
- Assist Sales Representatives in closing deals, when necessary.
- Maintain customer retention by following up with customers by mail and/or telephone throughout the life of the vehicle.
- Maintains accurate records of all pricings, sales and activity reports submitted by Sales team.
- Prepare sales reports for senior directors of the dealership.
- Establish administrative policies and procedures for the department, including prospect systems, follow-up call records, sales analyses, etc.
- Ensure staff compliance with required health and safety regulations.

- Valuate all trade-ins.
- Maintain a well balanced used vehicle inventory; sell each car at a maximum gross profit with minimum expense; purchase used vehicles at reasonable prices; and inform salespeople of all new inventory.
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- Provides timely feedback to senior management regarding performance.
- Follow all company and manufacturer policies, directives and procedures.
- Initiates and coordinates development of action plans to penetrate new market.
- Perform any other duties as required.

SKILLS/QUALIFICATIONS:

- High School Diploma or GED equivalency.
- 5 years vehicle sales experience.
- Solid sales and effective administration and management expertise.
- Knowledge of marketing and finance.
- Strong understanding of customer and market dynamics and requirements.
- Proven leadership & motivational aptitude for the ability to drive the sales team.
- Solid organization and multi-tasking capabilities.
- Sound decision making ability.
- Excellent oral and written communication skills.
- Manual dexterity for typing/keyboarding.
- Computer literate.
- Stress and time management skills.
- Team building skills.
- Task oriented with exceptional motivational abilities.
- Outstanding customer service skills.
- Additional languages, an asset.

PERFORMANCE CRITERIA:

- Gross profit.
- Expected sales volume and closing ratio.
- Expense control.
- Effective staff management, including hiring, training and motivating.
- Dependable customer retention statistics.
- Consistently high customer service ratings.

WORKING CONDITIONS:

- Routinely manage deadlines.
- Routinely perform work outside of regular work schedule.
- Occasionally stand for prolonged periods of time.
- Occasionally respond to crisis situations.
- Occasionally manage stressful situations involving upset or impatient customers or employees.
- Frequent eyestrain related to computer use.