

JOB TITLE

CAR SALES EXECUTIVE

1. MAIN PURPOSE OF JOB

- a. To sell the maximum number of vehicles possible whilst obtaining the best profit available within the dealership sales programme.
- b. To ensure the customer is aware of all available extras, accessories and extended warranties.
- c. To ensure all avenues of finance are explored to provide the customer with best finance facilities.
- d. To ensure the highest degree of CUSTOMER SATISFACTION at all times in accordance with dealership sales policy to ensure future repeat sales.

2. RELATIONSHIPS AND PERSONAL ACTIVITIES

2.1 Directly responsible to:

Sales Manager.

2.2 Relationships with:

Financial Controller, Aftersales Manager, other company managers, other sales executive, Finance and Insurance Advisor, Fleet Sales Executives, Sales Admin Assistant, Sales Operations Assistant.

3. OBJECTIVES AND KEY TASKS

3.1 Improved profitability:

- a. To introduce and follow-up suitable sales prospects in quantity per week/month as agreed with Sales Manager.
- b. To ensure pre-delivery inspections and any sanctioned repairs/servicing are carried out prior to delivery to customer.
- c. To report weekly/monthly on agreed performance ratios, comparing actual with targeted performance.

3.2 Customer satisfaction:

- a. To ensure all transactions are completed within 7 days.
- b. To examine all transactions on a weekly basis and advise on how service to the customer may be improved.
- c. To deal with all customer queries within 24 hours of query being raised.
- d. To ensure that all invoices, statements and other communications to customers are clearly comprehensible to the layman.

3.3 Cost control:

To report all variations in budget to Sales Manager on a daily/weekly basis.

4. LIMITS OF AUTHORITY

4.1 Expenditure:

To purchase and sell vehicles which have been accurately appraised after approval has been given by the Sales Manager.

4.2 Personnel:

- a. To liaise and agree time schedules for preparation and sale of all vehicles.
- b. To ensure showroom and forecourt stock are clean and serviceable for demonstration to prospective customers.
- c. To liaise with sales administration on availability of pipe line stock.

4.3 Operational:

Identification of credit and service requirements.

5. MAIN JOB FUNCTION

5.1 Staff:

To ensure immediate communication of operational sales to all other sales executives and administration and so maintain accurate stock availability information.

5.2 Training:

- a. To attend training courses as necessary to keep updated, particularly on new models.
- b. To ensure ability to inform all customers of new developments and specifications for all vehicles.
- c. To keep updated on competitors' products, prices and specifications.

5.3 Administration:

- a. To ensure details of all vehicle transactions are accurately recorded and registered with sales administration office.
- b. To review daily activities, promotions, sales, targets and other activities with Sales Manager.
- c. To ensure all payments for vehicles are complete and correct for each transaction, ie. clearance of outstanding hire purchase agreements and cheques forwarded for payment. Ensure approval of any new finance agreement.
- d. To ensure safety and security of people, vehicles and property at all times, reporting any known faults or hazards.

5.4 Communications:

- a. To ensure utmost clarity in all contact with customers.
- b. To ensure that customers' needs are accurately qualified.
- c. To establish and maintain a rapport with all potential and actual customers that enhances their image of the company.
- d. To ensure the Sales Manager is aware of all transactions, proposals and personal whereabouts on all occasions.
- e. To liaise with other Sales Executives to ensure availability of cover when demonstrating vehicles to customers.
- f. To ensure all customers are notified of delays, changes in requirements and specification of vehicles outstanding, ensuring smooth conclusion of vehicle hand over.

5.5 Marketing:

To participate in planning sales campaigns and promotions to maximise sales penetration.

5.6 Finance:

To offer all Honda Finance products where appropriate- in line with FSA requirements

6. EXPERIENCE, QUALIFICATIONS AND TRAINING

- a. To be impeccable in personal appearance and hygiene.
- b. To be capable of conversing with people in a lucid and pleasant manner.
- c. To have the ability to qualify customers, overcome objections and to close a sale.
- d. To hold a clean driving licence.
- e. To have up-to-date knowledge of vehicle legislation, consumer legislation and trade practices.
- f. To be available at all times to effect a sale.
- g. To be available at all times for update training.

7. MAJOR RESPONSIBILITIES FOR RESULTS

7.1 Sales volumes:

- a. 100% achievement of agreed targets per period for vehicles, finance, accessories and maintenance programmes.

7.2 Profit:

- a. All vehicle sales to meet minimum agreed retained gross profit percentage
- b. All lost sales recorded

7.3 Customer satisfaction:

- a. Scores of own customers at minimum equal to index targets agreed with Sales Manager

7.4 Customer retention:

- a. Service custom retention and repeat vehicle purchase by own customers to meet minimum targets agreed with Sales Manager.

7.5 Customer care:

- a. All customers allocated to be contacted at agreed intervals as specified by the company's marketing plan.

I have received a copy of this Job Description for Car Sales Executive, read it, understood it and agreed to it.

Signed:

Name: Date