

Job title: Internet Sales Supervisor
Department: Sales Department
Reporting to:
Date written:
Approved by:
Approval date:
Date reviewed:
Employment status:
Written by:

SUMMARY JOB DESCRIPTION

<i>Answers inquiries from internet clientele and ensures that the dealership derives maximum advantage from its internet site.</i>

The MAJOR TASKS are listed below, but the incumbent may be assigned to other duties.

- Understands the psychology of internet customers and works with them to induce them to visit the dealership.
- Efficiently communicates with internet customers, using their preferred means of communication, telephone, electronic mail or personally.
- Frequently reads his/her electronic mail and promptly answers requests for information. Forwards messages intended for other departments.
- Personally handles all internet requests about sales, first by building a relationship of trust with the customer.
- Analyzes the content of the electronic mail received, identifies the appropriate strategy and answers it by trying to define the customers' needs further, in order to provide better service and induce customers to visit the dealership.
- Uses a multi-stage strategy to communicate with internet clientele, in order to arrange appointments with the sales advisors.
- Coordinates internet promotions with the dealership's other sales promotions and advertising.
- Works with the web master to update the internet site frequently, in order to attract new and existing visitors.
- Takes photographs of dealership stock for inclusion in the dealership's web site.
- Maintains an ongoing database of customers, in order to maintain their loyalty, together with all dealership departments.
- Does internet research and acts as liaison officer with the various dealership departments, to promote its site or engage in advertising. Forwards relevant information to the individuals concerned.
- Ensures that the web site address is clearly visible throughout the dealership, for instance on business cards, leaflets or any other dealership advertising.

- Informs dealership personnel and sends the electronic mail addresses of employees to all dealership personnel.
- Establishes objectives, together with his/her supervisor.
- Knows and understands the federal, provincial and municipal laws and bylaws regulating retail automobile sales.
- Keeps up-to-date on new products, features, accessories, etc. and their advantages to the clientele.
- Has a solid grounding in all the dealership's products and services.
- Takes part in training in products and sales, as instructed by the sales manager.
- Takes part in sales team meetings.
- Maintains a professional appearance.
- Performs other tasks, based on management requirements and instructions.

SECONDARY TASKS

- *Description of one or more secondary tasks to be added, according to your needs.*

JOB REQUIREMENTS

Language skills
Knowledge and skills
Responsibilities

Effort
Work conditions
Other requirements

Uses his/her software efficiently to obtain more details about the requirements of the job. This software has the advantage that it incorporates the sixteen job evaluation factors developed by the CCAQ to facilitate the achievement of pay equity within the business. With this software, each job evaluation criterion for the jobs related to a job can be indicated below each job description.

<p><i>N.B.: In this publication, the use of the masculine to refer to people does not imply any discrimination.</i></p>
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