

Job title: Sales Manager, New Cars
Department: Sales Department
Reporting to:
Date written:
Approved by:
Approval date:
Date reviewed:
Employment status:
Written by:

SUMMARY JOB DESCRIPTION

Responsible for customer retention and the profitability of this profit centre. Fulfils his/her responsibilities by efficiently managing personnel and demonstrating knowledge of the potential market, established performance standards and an acute feel for the profitability thresholds of the department.

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

- Plans monthly and yearly objectives for sales, gross turnover and essential expenses for the new car sales department.
- Prepares and manages the new car sales department's annual operating budget.
- Follows up, as appropriate, on all potential buyers, by creating, implementing and closely monitoring a customer search and sales control system.
- Creates, implements, and manages a system to follow up on buyers of new cars.
- Provides his/her supervisor with exact information on management of floor activities, on a daily basis.
- Checks the inventory every day to ensure that stock is sufficiently balanced and that stock rotation is efficient and optimized.
- Makes recommendations to the dealer as to what new cars should be stocked, by colour, model and equipment, based on various analyses of the clientele and the market.
- Places orders which reflect the dealer's instructions and objectives.
- Exchanges vehicles with other dealers.
- Evaluates all previously used cars brought into his/her department, ensures that their titles of ownership are in order and checks their mechanical condition and bodywork.
- Works with the sales team on programs to increase gross earnings from new cars and penetration of after-sales marketing (financing and insurance).
- Contacts financial institutions to have exceptional cases approved (acceptance rate).

- Closely monitors lease renewal activities, analyzes the related reports and submits recommendations to his/her supervisor to make the lease portfolio turn a profit.
- Manages the new car department's marketing and advertising activities, together with his/her supervisor.
- Cooperates in devising various advertising and promotional campaigns.
- Fills in the completed transaction sheets and forwards them to accounting in a timely manner.
- Establishes and maintains standards for the delivery of cars to the customers.
- Ensures that the first after-sales department appointment is arranged at the time of delivery.
- Processes the sales advisors' commission sheets and verifies their payroll.
- Helps the previously used car department evaluate trade-ins, as necessary.
- Analyzes the various customer satisfaction reports, to ensure control, and submits the necessary recommendations on customer retention and loyalty.
- Plans and manages the display of vehicles in the show room and parking area.
- Understands and keeps abreast of federal and provincial regulations and municipal bylaws governing the sale of new cars, and observes them.
- Keeps abreast of all the manufacturer's current product, program and promotional novelties and/or those of the financial institutions. Notifies the sales team of any changes.

Tasks related to the management of human resources

- Chairs the daily and weekly sales team meetings and implements systems to provide ongoing training for the sales advisors.
- Trains and motivates the personnel reporting to him/her, and participates in hiring this personnel, together with his/her supervisor.
- Conducts formal evaluations of the performance of the personnel reporting to him/her, at set intervals.
- Helps the sales advisors set aggressive, but realistic, monthly objectives and provides them with the support required to attain these objectives.
- Helps the salespeople complete transactions and meets with the customers, if necessary.
- Ensures that the new car sales advisors understand and comply with the dealership's sales policies, conditions and systems.
- Monitors the efforts of the new car salespeople to improve the customers' image of the dealership and their satisfaction with it.
- Encourages team work in a sales environment focused on the clientele throughout the entire sale, delivery and follow-up process.
- Maintains efficient communications within the new car department, as well as between departments. Endeavours to promote harmony and a team spirit with all the other departments.
- Takes part in management meetings, if invited.
- 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.

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

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