

Job title: Sales Manager (New and Previously Used Cars)
Department: Sales Department
Reporting to:
Date written:
Approved by:
Approval date:
Date reviewed:
Employment status:
Written by:

SUMMARY JOB DESCRIPTION

Ensures customer retention and the profitability of the new and previously used car profit centres.

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 each 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.
- Prepares and manages the 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 and previously used cars.
- Provides his/her supervisor with exact information on management of floor activities, on a daily basis.
- 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 follows lease renewal activities, analyzes the related reports and submits recommendations to his/her supervisor to make the lease portfolio turn a profit.
- Manages the department's marketing and advertising activities, together with his/her supervisor. Cooperates in devising various advertising and promotional campaigns.
- Ensures that all customers are introduced to the marketing director.
- 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 and submits recommendations to ensure customer retention and loyalty.
- Understands and keeps abreast of federal and provincial regulations and municipal bylaws governing the sale of new cars, and observes them.
- Keeps abreast of 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 stock/purchasing/evaluation management

- Checks the inventory of new and previously used cars every day, to ensure that stock is sufficiently balanced and that stock rotation is efficient and optimized.
- Makes recommendations to his/her supervisor regarding the stock of new and previously used cars.
- Closely follows customer tastes, lost sales, the history of dealership sales and local market trends, in order to choose which cars to stock and ensure that purchasing is balanced.
- Analyzes advertising in newspapers or other publications, in order to find vehicles in good condition with low odometer readings.
- Implements a turnover policy of ____ days (stock of previously used cars).
- Exchanges vehicles with other dealers.
- Plans and manages the display of vehicles in the show room and parking area.
- Evaluates all previously used cars brought into the dealership, ensures that their titles of ownership are in order and checks their mechanical condition and bodywork.
- Applies the stickers required for the sale and long-term lease of automobiles by the Consumer Protection Act and ensures that they are updated.
- Ensures that previously used vehicles intended for the retail market are covered by the legal warranty of fitness.
- Keeps up-to-date on the previously used car market and current evaluations of such vehicles.
- Manages the refurbishing of previously used vehicles (reconditioning).
- Ensures that the cost and time of reconditioning the bodywork and the mechanical restoration do not exceed the dealer's forecasts.
- Creates and maintains a field network (wholesale and retail salespeople) both to purchase and sell cars.
- Attends auctions approved by management and purchases vehicles.
- Closely monitors earnings from auction purchases and compares gross profit from cars from auctions to gross profit from trade-ins.
- Notifies individuals concerned of the scheduled dates for the delivery of the cars purchased.
- Closely monitors lost sales.

- Develops and manages wholesale activities.

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 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 sales advisors complete transactions and meets with customers, if necessary.
- Ensures that the sales advisors understand and comply with the dealership's sales policies, conditions and systems.
- Monitors the efforts of the sales advisors 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 sales, delivery and follow-up process.
- Maintains efficient communications within the 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.

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

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