

Job Description

Commercial Vehicles Sales Specialist



Role Purpose

To sell the range of new and used Commercial Vehicles products and meet agreed sales volumes. To ensure that they deliver excellent customer service at all times.

Role Specification

Reporting to (Line manager): Commercial Vehicles Sales Manager

Responsible for (Reporting staff): _____

Job Holder: _____

In the event of annual leave, illness or any other absence from the company, the nominated deputies for this position are the _____ or _____

Objectives

- Achieve agreed sales targets and profitability levels for new vehicles
- Sell maximum amount of finance and insurance possible
- Establish new sales contacts and maintain and build existing opportunities with the business sector
- Ensure highest degree of customer satisfaction in order to achieve customer loyalty and retention
- Help Van Centre to achieve industry-leading standards of customer care and process efficiency
- Ensure departmental compliance with company policies and industry guidelines and legislation

Measures

- Sales vs. objectives
- Percentage of new and used vehicles financed at the point of sale
- Profit on sales
- Customer satisfaction (CEM)
- Customer retention (repeat purchases)
- Conversion and follow-up rates

Limit of authority

Expenditure:

Use of resources:

Negotiating authority:

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Commercial
Vehicles

Key Tasks

Objective: Achieve agreed sales targets and profitability levels for new vehicles

- Achieve sales objectives as agreed with the Sales/Brand Manager.
- Use a planned daily, weekly and monthly sales call programme and a customer follow-up and prospecting system to create additional sales opportunities for repeat or new business. Produce reports on all business sales activities to ensure accurate sales forecasts as required.
- Maintain full knowledge of all products, accessories, prices and key features of major competitors.
- Carry out accurate appraisals of all vehicles offered for part exchange.
- Agree valuations with the Sales/Brand Manager and complete satisfactory negotiations with potential customers to maximise sales.
- Support the implementation of strategies to increase business in accordance with Business/Growth Plan.
- Maintain and develop the skills necessary to fulfil the role effectively by attending courses identified in your Personal Development Plan (PDP).

Objective: Sell maximum amount of finance and insurance possible

- Match customers to suitable financial sources and follow up customers and lending institutions.
- Review monthly sales of finance and insurance products to determine where improvements can be made.

Objective: Establish new sales contacts and maintain and build existing opportunities with the business sector

- Prospect all potential business users and keep accurate records for future contact.
- Contact prospective customers in a structured, professional manner, ensuring all contact by telephone or correspondence used adheres to Brand and Van Centre standards.
- Identify the customer base through market studies and reports.
- Communicate and promote the range of services provided by the Van Centre, developing leads for other departments where appropriate.

Objective: Ensure highest degree of customer satisfaction in order to achieve customer loyalty and retention

- Contribute to the achievement of maximum customer retention through excellent delivery and handover of vehicles.
- Ensure new customers are made aware of the Aftersales services and facilities that are available and introduce them to Aftersales staff as appropriate.
- Handle dissatisfied customers calmly, resolve complaints with professionalism and sensitivity, involve your Manager when necessary.
- Meet with existing customers regularly to present new offers and model details to secure future business opportunities.
- Grow business user database to ensure long-term growth of the business sales operation.

Objective: Help Van Centre to achieve industry-leading standards of customer care and process efficiency

- Ensure that the Brand Sales Process is adhered to.
- Ensure the accurate and timely completion of all vehicle sales and financial paperwork.
- Ensure all relevant records are maintained accurately and comprehensively.
- Maintain records of all personal expenses in line with instructions.
- Develop and maintain good working relationships with all Van Centre personnel.
- Maintain showroom and displays to the required Brand standard, including availability of brochures.
- Maintain all demonstrator vehicles supplied for personal use in a clean and tidy condition.
- Undertake all other reasonable tasks and responsibilities as requested by your Manager.

Objective: Ensure departmental compliance with company policies and industry guidelines and legislation

- Operate within the law at all times.
- Ensure all health and safety legislation and internal procedures are followed.
- Operate at all times within company policy.

Other Tasks

- Any other reasonable duties appropriate for the level of the job, as required by the business.

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Person Specification

Key Competencies

Communication

Communicates clearly and concisely, both orally and in writing, with customers, colleagues and suppliers of all levels. Actively listens to others views and requests. Obtains information and checks level of understanding through effective questioning techniques. Makes effective use of body language to support their verbal communication.

Customer Focus

Able to interact with customers in a professional manner. Identifies and understands customer requirements, and how these can be met through the products and services that are offered through the Van Centre. Able to translate this into actions in order to deliver high levels of customer satisfaction.

Analytical Ability

Gathers and records verbal and numerical data in a comprehensive and effective manner. Analyses information for completeness and accuracy. Identifies key data, omissions and issues, escalating where necessary.

Effecting Control

Approaches tasks and interactions with others in a systematic and structured manner. Supports the implementation and maintenance of proper controls and processes within the department or function. Uses systems efficiently and in accordance with policy. Takes appropriate action where there have been lapses in processes and escalates where necessary.

Relationship Building

Develops productive and cooperative relationships with customers and colleagues, through the use of rapport building techniques, empathy and effective interpersonal skills. Approaches sensitive situations with consideration for others and works to achieve constructive outcomes.

Influencing and Negotiating

Able to influence others to accept or agree to their viewpoint or a proposed course of action through the use of convincing and reasonable arguments, supported by the effective use of the key features and unique selling points of relevant products and services. Negotiates fairly and effectively, supporting their position with well reasoned arguments. Develops an approach designed to achieve win-win situations for customers, colleagues, the Van Centre and Brand.

Commercial Awareness

Develops and maintains a level of knowledge on the motor industry and the products and services that are offered through the Van Centre appropriate to their role.

Brand Alignment

Aligned to the Commercial Vehicles brand values and demonstrates these in their behaviours and approach to people and tasks. Displays honesty and integrity in everything they do.

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Recruitment Criteria

Personal Qualities

- Empathy and tolerance
- Ethical behaviour
- Responsibility
- Open-mindedness
- Self-confidence
- Ambition
- Customer-orientation
- Professional appearance
- Team player
- Flexible
- At ease with financial calculations

Education

- Minimum GCSE in Maths and English
- In possession of or prepared to work towards sales qualifications

Experience

- Business to Business sales or retail sales environment
- Clean driving licence
- Computer skills, including experience of operating word processing and database packages, email and internet
- Proven track record in delivering excellent customer service

Signatures

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

Name _____ Date: _____ Signature: _____

Name: _____ Date: _____ Signature: _____