

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

SUMMARY JOB DESCRIPTION

This position involves controlling a high volume department, and includes the supervision of two sales managers (new and previously used cars). Responsible for customer retention and the profitability of the new and previously used car profit centres. Fulfils his/her responsibilities by 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.

- Participates in preparing the dealership's annual forecasts, making projections of the numbers of units to be sold, gross profit, expenses and operating profits for the new and previously used car sales departments.
- Works with the dealer and/or the general manager to determine the number of new and previously used cars to be stocked.
- Supervises the ordering of stocks of vehicles, based on the objectives established.
- Meets with the sales managers (new and previously used cars), to establish monthly and yearly objectives for the numbers of units to be sold, gross profit, expenses and operating profit.
- Meets with the dealer and/or the general manager to review the monthly forecasts, commission sheets, performance reports and the profitability of each department and each sales advisor.
- Creates programs aimed at increasing gross turnover and penetration of after-sales marketing (financing and insurance).
- Analyzes local market conditions, the demographic situation and the history of previous sales. Makes recommendations to the general manager and/or the dealer for short and long-term advertising projects, sales promotions, human resource needs, lease promotions and remuneration plans.
- Manages and devises the media plan and various advertising and promotional campaigns, together with the new and previously used car sales managers.
- Analyzes the impact and profitability of the advertising campaigns.

- Establishes standards for displaying, marketing and maintaining new and previously used cars.
- Establishes conditions to optimize stock rotation and promptly eliminate surplus cars.
- Analyzes the various customer satisfaction reports and submits recommendations to ensure customer retention and loyalty.
- Supervises lease renewal activities and analyzes the related reports, in order to make the lease portfolio turn a profit.
- Authorizes the allocation of demonstration vehicles and ensures that the dealership keeps appropriate files.
- Checks the condition of all the demonstrators every month.
- As necessary, verifies the work orders for the previously used cars, in order to ensure that they are promptly reconditioned.
- Verifies all trade-in evaluations. Occasionally attends auctions.
- Reviews all transactions before they are recorded on paper.
- Works with the after-sales department manager to speed up the preparation of new cars for the road.
- Builds and maintains close relations with the customers and with representatives of the manufacturers and their financial branches.
- Handles customer complaints in such a way as to ensure a high level of customer satisfaction.
- Ensures that the appropriate safety measures are applied to sales department facilities and that they are well lit and have a professional touch.
- Understands and keeps abreast of federal and provincial regulations and municipal bylaws governing sales, and observes them.
- Keeps abreast of all the manufacturer's current product, program and promotional novelties and/or those of the financial institutions. Ensures that the sales team is notified of any changes.

Tasks related to the management of human resources

- Trains and motivates the personnel reporting to him/her and participates in hiring this personnel, together with the sales managers.
- Conducts formal evaluations of the performance of the personnel reporting to him/her, at set intervals.
- Ensures that the sales managers (new and previously used cars) understand the dealership's sales policies, conditions and systems.
- Implements systems to promote ongoing training, including weekly sales team meetings. 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.
- 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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