

**How to use this guide**

The HR Toolkit Job Descriptions are provided as a generic overview and guidance, they are not definitive examples of any role within the automotive retail industry. Please feel free to copy and paste the format and then tailor to the specific requirements of your business.

**Sales Manager**

About the business: *[Tell candidates about your business for example: when it was formed, scale of your operation, any awards received, what you actually do and any future plans you can share]*

Job title: Sales Manager

Location: *[Candidates expect to know where they will be based geographically]*

Reporting to: *[Candidates should know their reporting line]*

Salary expectations: *[Basic Salary ranging from £25k-30k + OTE £55k+, + Benefits]*

Reason for role: *[Candidates often like to know why the role is being advertised, it can help them to prepare for interview and potentially look to your business as a preferred employer. Reasons could include: expanding the team, development from within creating an open role, expansion of the business, new role etc.]*

Role description: *[You must be clear on the main tasks of the job role, if you have split New/Used sales force, delete as appropriate]*

The Sales Manager is at the heart of the management team, driving sales and providing an excellent service to customers & colleagues. The Sales Manager role is responsible for all aspects of new and used car sales including leading & motivating the sales team to deliver measurable performance and outstanding service to customers.

- Leading, motivating and training your sales team to deliver measurable performance
- Budgeting and forecasting with other senior managers to ensure overall company performance
- Ensuring the highest standard of customer satisfaction in line with company and manufacturer approved measures
- Ensuring stock levels are monitored and sufficient to meet demand and within agreed budget
- Ensuring company and manufacturer standards are met regarding stock preparation, showroom, forecourts and point of sale
- Building and maintaining strong working relationships with other departments

Generic Job Roles: Sales Manager

- Reporting to senior management regularly

Person specification: [*This details what you are looking for in a candidate e.g. their experience, personal attributes and other key factors such as working to targets. When advertising for Sales Managers specifically, you need to adjust the person specification as to whether or not you are looking for someone with management experience and/or automotive experience*]

- Experience in automotive retail industry is essential
- Experience in sales management in automotive retail is preferred but not essential
- Strong leader with exceptional problem solving abilities
- Numerate with experience of budgeting and forecasting
- High level knowledge of regulated financial products
- Experience managing other people towards targets
- Experience of DMS, LMS, CRM and other automotive retail databases and technology
- Full, clean UK Driving License

Key Benefits: [*You may want to highlight key benefits e.g. competitive salary, company pensions, bonus, holiday allowance, training and development opportunities etc.*]

Benefit packages can include:

- Company demonstrator car
- Company mobile phone
- Discounts on new and used car
- Contributory pension scheme
- [XX] days holiday
- Award winning In-house and manufacturer training
- Great career development opportunities

Seniority level: [*Candidates will look to this to see if they are at the right level in their careers in order to apply*]

Entry Level/Junior/Experienced/Middle Manager/Senior Manager/Director Level

Note: Additional tasks may be assigned from time to time that should not make material changes to the employee's responsibilities. This job description does not constitute a contract of employment.