

Local Sales & Marketing Manager

Reports to	Group Sales Director	Excellence	Sales Level 3
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Role	<p>The Local Sales Manager produces agreed Local Sales Targets and a Local Sales Marketing Plan. Responsible in full for the implantation of the plan they engage directly with customers and have responsibility for Local Sales colleagues.</p> <p>Via pro-active relationships at all levels and local market knowledge they ensure that all "local sales" customer experiences live up to AM Capurro core values and those of the Jaguar Land Rover brand.</p> <p>Leading by example, the Local Sales & Marketing Manager "sets the bar" for customer service and willingness to go "above and beyond" to ensure that all customers leave satisfied, happy and life-long converts to the AM Capurro "way of doing business".</p>
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Key Accountabilities

Create a team that delivers an outstanding customer Experience time after time

- Prioritises customer skills when selecting and developing team members
- Ensures team as up to date advice and product information at all times
- Inspires others to go "above and beyond" by personal example and high expectation
- Demonstrates and expects professionalism and respect between team members. Acts quickly and positively in cases of unacceptable team member behaviour

Ensure day to day financial operability

- Accurately appraises vehicles for purchase and sale
- Authorises departures from standard pricing with sound commercial basis
- Ensures vehicle payments are collected in timely fashion

Drive business growth

- Develops stretching but achievable financial targets and budgets for local sales
- Builds strong relationships with factory, key customers, suppliers and local influencers
- Actively seeks to support adhoc factory needs and identify new business opportunities
- Drive multichannel leads through our centralised Lead Management System (LMS) and ensure strict parameter compliance to JLR exacting standards.

Ensure business conformity

- Ensure Local Sales meets legal, environmental and health and safety obligations
- Ensure company HR procedures are followed e.g.: grievance, discrimination etc
- Ensure all staff follow relevant aspects of JLR guidelines
- Ensure Local Sales conformance to AMCapurro / JLR reporting and forecasting requirements

Manage and Develops Team

- Manages and develops team by recruiting, coaching, developing and implementing performance management
- Works with managers and staff to monitor training needs ensures that training and development plans are in place and in addition access to leaning resources
- Plans staffing levels to ensure Business Objectives can be achieved
- Promotes team working and effective communication across the Dealership (e.g. by

organising regular team meeting, sharing information)

Other Duties

- Demonstrators are maintained correctly and according to standards
- Test drives are promoted and conducted according to standards
- Customer Handover checks (conformity and quality) take place prior to Handover
- Showroom, Handover Area and vehicles are maintained according to standard

Key Behaviours

- Demonstrates exemplary AM Capurro values and JLR Customer First Behaviours in all interactions.
- Uses whole range of media (eg personal, internet, skype, telephone) to build high levels of rapport with key customers, factory and suppliers
- Inspires others to succeed by personal example
- Embeds AM Capurro and Jaguar Land Rover ethos within the team and all interactions
- Develops a culture focused on developing lifetime relationships with customers
- Builds strong relationships with JLR, key customers, suppliers and local influencers
- Fosters an atmosphere which encourages all team members to actively look for new business opportunities and innovative ways of working
- Ensures Dealership facilities are managed to support the JLR brand and meet the needs of business and legal/statutory compliance requirements
- Develops a Local Marketing/PR strategy and aids in implementation (e.g. hosting events)
- Ensures all staff understand and follow relevant aspects of JLR Operational Guidelines
- Accurately appraises vehicles to purchase optimising the value for the company
- Introduces AMC finance options prior to agreeing the payment method with the customer, working within company guidelines to ensure all payments are complete.
- Ensures pre-delivery inspections and agreed repairs/servicing are carried out prior to delivery
- Plans and organises own selling activity to secure new business (e.g. by telephoning sales prospects, previous/existing customers and general enquiries)
- Develops stretching yet achievable targets which reflect company and Jaguar Land Rover benchmarks
- Monitors progress against targets and takes action where necessary
- Controls costs and expenditure, reviewing debtor situations on regular basis
- Fosters positive Jaguar Land Rover relationships and meets standards and objectives
- Reviews administrative systems, IT systems, processes and personnel needs to ensure local sales is meeting and exceeding requirements
- Ensures that technology is used effectively to enhance the Customer Experience and maximise the productivity of team members.
- Ensures vehicles and show room are presented professionally at all times
- Maintains contact with the customer to ensure they are kept fully informed throughout the sale and pre-delivery process, notifying them of any changes and arranging handover
- Develops effective long term relationships to deliver future business by getting to know

customers

- Maintains a professional manner and high standards of personal presentation at all times conditions in order to uphold JLR and AM Capurro standards
- Conduct regular training sessions using JLR Excellence

Key Interactions

Customer – keeping up to date on delivery, resolution of any issues

Sales Director – authorisation of price deviations, negotiations

Parts and Workshop – obtaining of prices for accessories

Marketing – devise & mutually agree on a Quarterly Marketing Plan and oversee roll out.

Logistics – liaison for successfully delivery process and keeping the client informed

Responsibility	Levels of Authority
Sales & Marketing Manager	Decision to quote (local) – full Quote approval (local) – full Price negotiations (local) – full Car values (local) - full

Performance Evaluation Criteria

- New & Used Sales volume and profitability targets
- Customer satisfaction targets (e.g. CLP, mystery shop)
- Process delivery and compliance (e.g. Sales core process)
- Market penetration targets
- Employee engagement and retention targets
- Employee training and developments targets
- Lead Management System (eglost lead analysis, conversion ratios, sales funnel measurement)

I have read and understood the above Job Description.

Signed		Date	
Name			

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