

Pulman



ŠKODA



SEAT



CUPRA



Commercial
Vehicles

JOB DESCRIPTION – SALES EXECUTIVE

OVERALL OBJECTIVE OF ROLE

1. Achieve agreed sales targets
2. Achieve maximum profitability on sales
3. Ensure highest degree of customer satisfaction to achieve customer loyalty
4. Ensure customer awareness of options, accessories, extended warranty and finance facilities
5. Help the Company to achieve industry-leading standards of customer care and process efficiency

KEY TASKS AND RESPONSIBILITIES

1. To be fully aware of all relevant sales and technical data associated with the available range of manufacturer motor vehicles and competitive models, together with details of all services offered by the Company, and to keep fully up to date as developments occur.
2. At all times to project a professional image through appearance and attitude.
3. To actively promote new business through prospecting and follow-ups calls to new and previous customers.
4. To achieve sales volume and profit objectives as established by the Sales Management team for each trading period.
5. On all sold vehicles to maximise value of additional or optional equipment sales and whenever possible to promote the use of finance facilities handled by the Company and to keep up to date and conversant with the main types of vehicle finance and insurance procedures.
6. To appraise potential trade-in vehicles systematically and accurately and to keep up to date with market conditions affecting the valuation of used vehicles.
7. To comply with all laid down routines and procedures including completing all order forms and other paperwork promptly and accurately.
8. Ensure all payments for vehicles are complete for each transaction.
9. To demonstrate and deliver vehicles courteously and efficiently and, where necessary, to give a full briefing to new owners including recommending all of the Company's facilities.
10. After delivery, to carry out follow up calls to ensure that the customer is completely satisfied and to obtain repeat sales and customer referrals.
11. Ensure that all invoices, statements and other communications to customers are clearly comprehensive and have been explained verbally.

12. Consult with customers to discover and understand their needs and address customer hesitation and resistance appropriately.
13. Handle dissatisfied customers calmly, resolve complaints with sensitivity and involve the Sales Manager when needed.
14. Plan and prepare for the daily sales meeting and conform to the Company's reporting requirements.
15. To devise maximum benefit from training opportunities offered by the Company, including attendance on away based courses organised by the manufacturer and other designated companies.
16. To comply with the company's health and safety policy.
17. To ensure compliance with FCA regulations.
18. Keep up-to-date on competitor's products, prices and specifications.
19. To carry out any related responsibility, task or duty as requested by the Company.

KEY COMPETENCIES

Delivering a fantastic Customer Experience

At Pulman we pride ourselves on delivering a fantastic customer experience, it's what we do, our customers say we do and it's how we treat each other. Delivering a fantastic customer experience means leaving nothing to chance, going the extra mile, giving everyone we meet, serve and work with the best possible experience, under promise and over deliver.

- Going out of your way to do a good job
- Treating your customers/colleagues as individuals
- Going the extra mile

Passion

At Pulman we are passionate about the work we do, that means we care, we take personal pride in the work that we do every day to deliver our promises to our customers and colleagues. We are especially enthusiastic and have a strong desire to make a difference. Small tweaks make a big difference.

- Have enthusiasm in the work that you do
- Take responsibility for your actions and decisions

Friendliness

At Pulman we are friendly with one another, we smile, we say hello, we help each other and above all our customers and employees are treated as individuals rather than a process. That's what makes us stand out – everyone has something different to offer and that's why we work so well as a team.

- Treat people with respect
- Willingly provide advice and support to colleagues
- Understands colleagues needs

Communication

At Pulman we communicate to ensure that everybody has clarity and to manage expectations. We encourage good communication through effective channels and collaboration, open discussions and our ability to listen to what our customers and employees need from us.

- Clarify what is required
- Communicates positively with team members
- Pass on useful information quickly

Relationships

At Pulman we pride ourselves on building lasting relationships with customers, suppliers and employees. We have maintained an exceptionally large customer loyalty across the Pulman Group over the last 21 years. Our long serving loyal employees are a testament to our ability to put people at the heart of our business.

- Builds relationships with colleagues and customers
- Help out readily when colleagues have problems

Customer Service Focus

- Approach every situation with a desire to understand and deliver
- Listen effectively and communicate clearly
- Use every contact with the customer to build a relationship
- Take responsibility for ensuring nothing is left to chance

Operational / Commercial Focus

- Identify and generate selling opportunities
- Establish and match customer needs
- Conduct sales
- Appraise used vehicles
- Value used and part exchange vehicles
- Make a sales presentation: static
- Make a sales presentation: test drive
- Negotiate sales
- Handover the vehicle
- Manage the customer relationship
- Contribute to the collection and use of marketing information
- Use technology effectively
- Plan and organize personal work schedule
- To achieve a minimum of 90% of monthly sales target with the overall objective being to achieve 100% of sales target on a consistent basis.
- Forecast, monitor and evaluate personal sales performance
- Contribute to effective working
- Contribute to improved sales processes

Business Focus

- Work with other areas of the business to improve the Company's profit and customer care
- Appreciate the impact of wider issues on the Company and customer
- Represent the manufacturer

Personal Qualities

- Empathy and tolerance
- Ethical behaviour
- Responsibility
- Open-minded
- Self-confidence
- Ambition
- Customer-orientation
- Professional appearance
- Team player

PERFORMANCE MEASURED BY

1. Ability to represent the Company in a successful and professional manner, upholding the Company's established reputation and commitment to deliver customer satisfaction
2. Volume of vehicle sales and profit achieved in comparison with agreed targets
3. Ability to generate new business by way of prospecting and other acceptable means
4. To keep records and paperwork accurately, up to date and legible
5. Customer Satisfaction
6. Health and safety compliance
7. Compliance with FCA regulations