

Sales Executive job description

Key Tasks

Objective: Sell maximum number of vehicles possible

- Achieve and strive to exceed all monthly and annual sales and associated product targets as set by the Sales Manager / Operations Manager
- Record each sales opportunity, contact and follow-up accurately onto a daily activity control sheet
- Assist the Sales Manager / Operations Manager in planning sales campaigns and promotions to maximise sales
- Keep up-to-date on competitor's products, prices and specifications
- Introduce and follow-up suitable sales prospects

Objective: Achieve maximum profitability on sales

- Conduct accurate and fair used vehicle appraisals for final valuation with the Sales Manager / Operations Manager
- Ensure all payments for vehicles are complete for each transaction
- Negotiate sales for maximum profitability within limits of authority

Objective: Ensure highest degree of customer satisfaction to achieve customer loyalty

- Ensure that all invoices, statements and other communications to customers are clearly comprehensive and have been explained verbally
- Consult with customers to discover and understand their needs and address customer hesitation and resistance appropriately
- Approach and receive customers promptly and courteously at all times
- Ensure pre-delivery inspection and any sanctioned repairs / servicing are carried out and that customers are notified of delays, changes in requirements and specification of the vehicle outstanding to ensure a satisfactory vehicle handover
- Handle dissatisfied customers calmly, resolve complaints with sensitivity and involve the Sales Manager / Operations Manager when needed

Objective: Ensure customer awareness of options, accessories, extended warranty and finance facilities

- Ensure timely and accurate completion of finance proposals and documentation
- Ensure extensive and up-to-date knowledge regarding pricing, options, warranties, colours, standard equipment and specifications etc

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

- Plan and prepare for the daily sales meeting and conform with retailer reporting requirements

- Ensure the details of vehicle transaction are accurately documented and registered with the Sales Administration office
- Maintain internal and external vehicle displays and showroom staffing levels in line with Volkswagen policy
- Operate a 'share best practice policy'