

## **Job Description – Sales Manager**

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<b>Job Title:</b>	<b>Sales Manager</b>
<b>Department:</b>	Sales
<b>Position Type:</b>	Full-time
<b>Reporting To:</b>	Dealer Principal / Proprietor
<b>Reporting Staff:</b>	Sales Consultant (Walk In), Sales Consultant (Web Tele), Gear Sales Executive, Brand Champ
<b>Responsible on absence:</b>	Sales Consultant

The sales manager leads the front-end team of sales consultants, manages sales and owns the retail target. He/she is responsible for team development and coaching. He/she ensures that every customer receives an excellent in-store experience. He/she is responsible for complaint closure in coordination with CRE and CRM.

### **Primary Responsibilities**

#### **➤ Leadership and Team Management**

- Develop and maintain a well-informed and motivated sales team by ensuring product and riding knowledge
- Manage allocation of team targets to KPIs within the sales team on monthly basis with Dealer Principal and ASM – and review it periodically
- Conduct daily morning huddle (with Sales Consultants) to review sales pipeline, and track progress towards monthly targets
- Drive efforts to ensure high degree of DMS and LMS adoption within the team through accurate and timely updates (leads, test drives, training updates, assessments, etc.)
- Ensure adherence to mandatory training
- Ensures active participation of his team in RE marketing events to proactively establish and maintain contact with prospective customers

#### **➤ Vehicle Sales**

- Accountable for planning the monthly, weekly, daily targets of team
- Daily planning and review of the sales team basis existing pipeline for follow-up and targets
- Drive efforts at individual sales consultant's level to ensure sales and Apparel / Accessories target achievement
- Showcase strong customer orientation to ensure that the customer has a memorable and delightful brand experience through the sales process, right from first contact to final vehicle delivery
- Resolving issues related to vehicle delivery in liaison with the delivery team
- Conducting lost order analysis and taking corrective actions

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- **Complaint Management**
  - Actively resolve customer grievances within SLA and take follow up action to prevent recurrence as per guidance of CRM
  - Responsible for Customer Satisfaction Score target achievement for the team
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- **Process Adherence**
  - Take ownership of the sales process and adherence by his/her team as prescribed guidelines.
  - Help Delivery Manager in tracking and monitoring inventory of bikes
  - Ensure smooth RTO and sales deliveries within prescribed timelines

### **Candidate profile**

- **Educational Qualifications:** Graduate, Post Graduate.
- **Industry:** Auto [4 wheeler preferred], Banking, Insurance, Retail, Communication
- **Minimum experience:** 5 years, at least 2 years as an auto sales executive
- **Profile:** extensive experience in managing and leading a team, strong focus on customer experience management, adherence to processes and norms
- **Passions/ Interests:** Passionate about brand Royal Enfield and motorcycling, owns/ rides one himself, interested in travelling and exploring
- **Competencies:**
  - People Management& Leadership
  - Customer Relationship Management
  - Selling Skillsand Market Knowledge
  - Product Knowledge / Brand Insights
  - Analytical Skills