

## ***Job Description – Brand Champ / Sales Consultant***

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<b>Job Title:</b>	Brand Champ / Sales Consultant
<b>Department:</b>	Sales
<b>Position Type:</b>	Full-time
<b>Reporting To:</b>	Sales Manager
<b>Responsible on absence:</b>	Sales Consultant (Web-Tele) / Sales Consultant

### **Primary Responsibilities**

- **Brand Related Communication**
  - Communicate all brand related stories to customers as and where need arises
- **Vehicle Sales**
  - Make sure that the customer receives a warm welcome at the showroom, is made comfortable and is offered appropriate refreshments
  - Conduct need analysis with customer, vehicle demonstration and test drives to create a unique product experience, making customers feel the need to buy an RE bike
  - Update customer details on the DMS on real time basis - Ensure data capture as per Guidelines
  - Facilitate test rides in store and at home/office
  - Check for finance requirements, cross selling opportunities for apparel and accessories
  - Ensure achievement of monthly sales targets
  - Assist the Customer Relationship Executive sales in carrying out lost case analysis
- **Post Booking Process**
  - Confirm vehicle receipt in the system post Pre Delivery Inspection from concerned executive
  - Carry out vehicle allocation as per norms, follow up with customer for confirmation of allocation and check with customer appropriate date for invoicing
  - Prepare customer invoice, coordinate with customer and 3rd party finance executive for payment
  - Finalize delivery date with customer
  - Confirm with customer insurance requirements and process insurance
  - Ensure implementation of appropriate measures to meet the Financier penetration targets and maximize benefits from finance sales
  - Explain the documents and procedure required for loan approval to the customer with estimated loan approval lead time
  - Log in the vehicle finance cases with required documents
  - Track the status of vehicle finance and update the same to customer
  - Receive confirmation of full payment from the vehicle financier / customer

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- **Delivery**
  - Plan delivery schedule based on bookings and stock availability
  - Liaison with the RE logistics team to ensure stock availability before delivery
  - Finalize the date and time for delivery and coordinate with customer
  - Mobilize the RTO/Insurance and Finance team on receiving booking
  - Follow up with customer for all transaction related documentation
  - Follow up of vehicle status with customer and inform in case of any delay
  
- **Apparel & Accessories Sales**
  - Understand or facilitate prospects' present needs, wants & desires and, basis prospect's response, suggest / pitch the right product
  - Ensure achievement of monthly Accessories target
  
- **Customer Satisfaction**
  - Own the customer satisfaction scores for the sales process
  - Coordinate effectively with relevant teams and stake holders to ensure smooth execution of required processes such as Test Drives, Billing and payments, etc.

### **Candidate profile**

- **Educational Qualifications:** Graduate/ 2-year diploma
- **Industry:**Auto 2 / 4-wheeler, Consumer Goods / Insurance / Banking / Retail
- **Minimum experience:** Nil – fresher's or Experienced can apply.
- **Profile:**Passionate about bikes / RE. Aptitude for sales and ensuring customer experience
- **Passions/ Interests:** Interested in Riding, travelling and exploring
- **Competencies:**
  - Customer Relationship Management
  - Selling Skills and Market Knowledge
  - Product Knowledge / Brand Insights