

Sales Manager (Vermeer)

Date Modified: 01/09/2020

Next Revision Date: 01/09/2022

Job Title: Sales Manager (Vermeer)**Location:** Nationally**Reports to:** General Manager - Sales**Department:** Sales

Position Summary

This individual will provide leadership in motivating, managing, and evaluating the sales team members. They will develop and implement the sales plan and maintain a customer relationship process in an effort to achieve lasting brand and store loyalty.

Duties and Accountabilities

- Champion the Company Values.
- Proactively seek and participate in available company-sponsored training, to develop and advance knowledge base and skill set.
- Participate in all company/location driven communication efforts, including team meetings, department meetings and other related efforts.
- Maintain a positive and professional working relationship with peers, management, and support resources, with a constant commitment to teamwork and exemplary customer service.
- Perform all other duties as assigned by management in a professional and efficient manner.
- Direct and motivate a professional sales team to accomplish the company's objectives.
- Manage the activity in Sales Advantage, expense reporting, and cross-functional reporting (e.g. service, parts).
- Accountable for ensuring all Company policies and procedures are followed within the store.
- Spend 75% of your time in the field working with the sales professionals meeting with customers.
- Support sales team throughout the sales process, including but not limited to prospecting and closing; performing research and acquiring information on target customers; developing goals, quotas, and forecasts, analysing sales statistics, and developing sales campaigns.
- Coach and mentor sales team on the following topics; including but not limited to needs/features/benefits, closing, time and territory management, negotiating, product knowledge, productivity, and gross margin.
- Create and monitor annual sales department benchmarks and budget, in alignment with the organisation's financial and operational objectives.
- Ensure customer satisfaction. Work with the sales team to know the customer's current and future expectations and work with all store departments to resolve customer concerns.
- Lead the sales team to effectively understand and use manufacturers' products and programs to attain acceptable market share levels.
- Foster a great place to work environment within the location/s, encouraging accountability, open communication, teamwork, and a commitment to serving the customer.
- Lead and manage all business and/or department activities related to ensuring the customer experience is positive and that all team members are committed to creating solutions and long-term relationships with customers.

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- Ensure that the company/location reputation and image in the community is consistent with the Company Core Values, and that business relationships with all stakeholders are not compromised.
- Responsible for ensuring that sound and safe business practices and processes are implemented and continuously improved to achieve ethical business objectives effectively and efficiently.
- Follow all safety rules and regulations while performing work assignments and adhere to all policies and procedures.
- Maintain a positive and professional working relationship with peers, management, and support resources, with a constant commitment to teamwork and exemplary customer service.
- Visit key customers and fleet owners as well as customers that the sales team require assistance.
- Work with industry groups and associations.
- Complete transactional pricing through S2 for all won and lost deals.
- Review and approve leave requests, expenses and commission payments in accordance with company policy.
- Coach, lead and manage the sales team through S2.
- Conduct regular sales meetings with the sales team as well as monthly one on one meetings with all your direct reports.
- Work with Parts, Service and other specialist support resources on customer issues experienced by sales team.
- Manage selection, onboarding and performance of direct reports.
- Establish and monitor sales budgets.
- Approve Deals in S2.
- Check quotes and tenders.
- Work with Credit and additional finance companies to secure Credit approvals on purchases.
- Manage Local Buy Tendering Systems.
- Plan and develop the national annual sales training event and incentive program with colleagues and GM Sales.
- Develop market intelligence and strategies in conjunction with the Marketing team.

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Critical Skills and Attributes

- The right to work in Australia.
- Previous supervisory/management experience.
- Industry and/or heavy equipment retail sales experience.
- Solid understanding of local market conditions.
- Excellent customer service skills.
- Excellent oral and written communication skills.
- Strong computer skills.
- University degree preferred.
- Excellent time management skills.
- Product knowledge.
- Coaching & mentoring capabilities.

Signed by the employee

Signature

Date