Sales Manager

The Sales Manager is responsible for training, goal setting, motivating, and monitoring the sales staff for high productivity and customer loyalty.

The job may include:

- Forecast goals and expenses on reports.
- Prepare and administer annual operating forecast and budget.
- Develop proper processes for handling customers to ensure loyalty, high closing ratios and profitable margins.
- Ensure that goals and deadlines are met.
- Monitor prospect and sales control system ensuring that all leads are being followed up on promptly and properly.
- Analyze and monitor sales to maintain the best possible inventory of profitable units.
- Set and maintain the proper procedures for new and used unit delivery.
- Hold regular sales meetings.
- Praise good work publicly and coach poor performance privately.
- Process the sales staff payroll ensuring that proper commissions are paid out.
- Understand and utilize dealer management system and vendor sites.
- Ensure that all units are properly registered, all paperwork for F&I is done right and all deals are properly funded.
- Maintain filing systems.
- Handle customer complaints and concerns with speed and concern to build loyalty.
- Ensure that everyone is aware of their jobs.
- Understand and comply with federal, state and local regulations.
- Track customer satisfaction and communicate it with staff and upper management.
- Meet regularly with service to discuss workload and any issues.
- Inform service of any events, specials, open houses, advertising, shows etc. that might put a strain on their department.
- Be aware of the market – what other stores are doing, featuring, charging, etc.
- Plan out the marketing calendar.
- Develop relationships with reps and vendors.
- Update advertising and marketing to ensure best use of marketing budget – track results.
- Handle the human resources of the department including recruiting, hiring, training, coaching, evaluating, motivating and rewarding the team.
- Maintain a professional and positive attitude.