**JOB DESCRIPTION – DEALER PRINCIPAL**

Job title: Dealer Principal

Department/location:

Reports to: Sales Director

Issued:

**OVERALL OBJECTIVE OF ROLE**

* To maximise the profitability of the Company through the sale of vehicles, hours, parts, accessories and associated products and services and thereby deliver monthly / annual sales and profit targets agreed in the annual business plan
* To maximise the benefits of the Company commercial programmes and ensure compliance to their operating and business standards and policies.
* To manage and control cash flow, stock, assets, receivables and payables
* To develop, maintain and maximise the client base whilst delivering "Family-like Care"
* To ensure effective business operation through adequate, credible, capable motivated and skilled personnel

**KEY TASKS AND RESPONSIBILITIES**

The following is a non-exhaustive list of responsibilities for the role:

* To ensure through constant review that the business achieves its business goals and maximises profitability
* To maintain staff motivation by communicating a clear vision and strategy
* To maintain effective communication with head office
* To provide Departmental Managers with objectives that align with the overall business goals and plans
* To ensure that Departmental Managers achieve their goals by carrying out regular reviews of performance
* To ensure business results, including the Customer Experience are effectively communicated to all dealer team members
* To drive business improvement through the use of key data, such as composites and management accounting data and provide corrective action, where required
* To monitor and control vehicle and parts stock in line with demand, projected sales/services and the manufacturer's standards
* To continuously monitor the local market area with a view to increasing local market penetration
* To ensure processes are in place to monitor, measure and improve Customer Satisfaction and customer retention activities (for example, Service Plan, finance renewal leads)
* To ensure processes are in place for effective management of customer data, through DMS and manufacturer systems
* To monitor employee satisfaction and create interventions to maximise satisfaction and retention
* To ensure that training needs are met and records of training are kept
* To ensure that the current legislation is reflected in business practices and operation
* To ensure a high level of safety for customers and personnel
* To ensure adequate security measures are in place
* To plan and oversee the completion of sales campaigns, advertising and promotional activity and to ensure that they are cost effective, measurable and provide a return on investment

**KEY COMPETENCIES**

* To provide leadership and set a positive example of behaviour within the business
* To motivate and manage the dealership team
* To understand and utilise SMART objectives to achieve business growth
* To understand how to analyse KPIs and prioritise goals for improvement

**To have a basic understanding of**

* Consumer Law as it applies to the automotive industry
* The respective regulations
* The respective employment law
* The respective waste management regulations
* The respective Health and Safety regulations
* The use of Daily Operating Controls
* The use of the Dealer Management System (DMS)
* Managing cash flow
* How to use basic business financial performance measures
* How to manage the financial implications of dealer stocking
* The sales processes of each department
* Good marketing practice

**Person Specification:**

* Extensive motor trade management experience
* Strong people skills
* Highly numerate
* Good communicator

Signed on behalf Date

of the Company

I have received a copy of this job description, read it, understood it and agreed to it.

Signed Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Name