

JOB DESCRIPTION & COMPETENCIES

USED VAN SALES EXECUTIVE

KEY PURPOSE OF THE JOB

To identify local companies operating up to 24 commercial vehicles and develop business relationships in order to negotiate and close sales opportunities to achieve agreed unit sales and profit objectives.

ACCOUNTABILITIES

- Identify local companies operating up to 24 commercial vans using and researching the ADP database, local knowledge, customer referral, seen on the road and other agreed activity to provide sales and profit opportunities.
- Manage and build strong business relationships through contact and profiling with existing customers to achieve sales and profit opportunities.
- Provide first class account management which reflects the Imperial Commercials core values.
- Manage the customer and prospect database to enable a timely and appropriate contact strategy ensuring a high level of data quality in line with the Mercedes-Benz data quality standard, and to include as a minimum: -

Additions & Deletions
Customer contact
Demonstrations/Test Drives
Quotations
Orders
Lost sales

This will be reviewed on a weekly basis with the Sales Manager.

- Promote the company and Mercedes-Benz brands using the tools provided to you: -
 - o Vehicle profile
 - o Demonstration vehicles including the vehicle provided for your work
 - o Vehicle and services brochures and other promotion material
 - o Dealership vehicle displays
 - o Approved quotations
- Manage all vehicle and service opportunities using the defined process and tools available including electronic and written letters, forms and reports.
- Provide the Business Manager with an agreed level of funding and service plan opportunities.

- Provide used vehicle opportunities for the Used Van department following the defined process for valuation and customer offer.
- Complete agreed job specific training and development objectives.
- Understand and maintain the values of the company and the Mercedes-Benz brand.
- Maintain a full knowledge of the products and services marketed by the company including options, accessories, prices and campaigns.
- Maintain knowledge of competitor products and services including options, accessories, prices and campaigns.
- Build relationships and support other team members and take responsibility for all business development and customer requirements e.g. provide the sales Support department with good quality customer and order information.
- Understand and represent the company and the Mercedes-Benz brand e.g. protecting confidential company and customer data.
- Attendance of local/national events as appropriate.
- Customer/prospect profile maintained on ADP to include: -
 - Company profile
 - No. of vehicles
 - Replacement cycle
 - Funding method
- Meeting with body builders to understand their capabilities and how this can be beneficial to prospective customers
- Providing quotations to prospects and customers
- Manage and develop SME & Retail customers

SKILLS, COMPETENCIES & EXPERIENCE REQUIRED FOR THE JOB

- Ability to plan a sales strategy to achieve agreed sales and profit objectives.
- Demonstrate knowledge of the market and territory you are responsible.
- Understand the appropriate and timely customer and prospect contact and activity.
- Demonstrate business presentation and closing skills.
- Complete the Van Talent programme
- Achieve and maintain Mercedes-Benz C-Sales compliance.

For further information please email nickysimmons@sbcommercials.co.uk and

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