

## **SALES EXECUTIVE JOB DESCRIPTION**

**Job title:** Sales Executive  
**Reports to:** Kia Sales Manager

### **Main Purpose of Job**

- To sell and promote the sale of all new and used vehicles in line with all aspects of dealership and manufacturer trading policies
- To create and maintain a positive customer-friendly sales environment whilst taking responsibility for the day-to-day maintenance and presentation of the showroom
- To always be prepared to receive and process new customer enquiries (via telephone, walk-in and email)
- To guide and inform the customer whilst being able to give a competent and enthusiastic presentation of all of the vehicles within the product range
- To achieve both new and used vehicle sales targets along with secondary accessory and financial services targets
- To achieve a high level of customer satisfaction as reported in the monthly customer satisfaction analysis (for example, KIA DCSI)
- To ensure all customers are handled with "Family-like Care"
- To ensure company processes are followed to improve Customer Satisfaction and retention. This includes embracing Customer Satisfaction Action Plans (for example, DCSI), proactively selling Service Plans (for example, KIA Care 3) and following up finance renewal leads
- To adhere to agreed staff development plans and undertake manufacturer training and eLearning modules to achieve required certification levels (for example, KIA Academy)

### **Detailed Key Tasks**

- Record all new and used sales enquiries along with all sales activity in the appropriate sales control/dealer marketing system
- Offer/carry out a vehicle demonstration drive with all new customer enquiries
- To maintain a high level of product knowledge along with a detailed understanding of all current dealer and manufacturer marketing programmes

## **Key Responsibilities**

- Organise and maintain the new vehicle showroom and used car display updating point-of-sale material where necessary
- Organise and maintain a tidy workstation along with all customer interactive areas of the showroom
- Define and analyse all customer enquiries, exploring all aspects of their social, occupational and financing needs
- Undertake an enthusiastic presentation of the vehicle in the showroom or other suitable location
- Organise and carry out a vehicle demonstration drive with all walk-in customers
- Ensure that all customers (sales opportunities) are offered associated services: finance, insurance, accessories and service contracts
- Negotiate and conclude the sale, completing all appropriate paperwork and documentation
- Monitor and manage all aspects of the vehicle order and preparation right up to and including the delivery
- Ensure the customer takes delivery of the vehicle and is given a tour of the dealership to include all relevant departments and services
- Ensure the customer is appropriately re-contacted during the lifetime ownership of the vehicle
- Update and re-qualify the customer file on a regular basis
- Implement telephone and in-dealer prospecting for new business

## **Direct Relationships**

Internal:                      General Sales Manager  
                                     Sales Manager  
                                     Aftersales Manager  
                                     Service Manager  
                                     Accounts and Administration Personnel  
                                     All other departments

External:                     All customers  
                                     Manufacturer Representatives  
                                     Suppliers