**Job Description**

**Job Title:** Sales Manager

**Department:**

**Reports To:**

**FLSA Status:**

**Prepared By:**

**Prepared Date:**

**Approved By:**

**Approved Date:**

**Revised Date:**

**SUMMARY**

Directs the sales activities of the dealership by performing the following duties personally or through subordinate supervisors.

**ESSENTIAL DUTIES**

Essential Duties include the following. Other duties may be assigned.

Hires, trains, motivates, counsels, and monitors the performance of all salespeople.

Directs sales staffing and training in ways that will enhance the development and control of sales programs.

Establishes annual and monthly objectives for unit sales, gross profits, expenses, and operating profit.

Monitors salesperson productivity and performance.

Orders/acquires new- and used-vehicle inventory.

Administers and monitors factory-sponsored programs.

Displays, merchandises, and promotes new- and used-vehicles.

Reviews market analyses and sales reports to determine customer needs, and volume potential, and develops sales campaigns to accommodate the goals of the dealership.

Serves as liaison between sales department and other departments.

Analyzes and controls expenditures to conform to budgetary requirements.

Schedules and plans New Owner Clinics as a follow-up to the delivery process.

Maintains a professional appearance.

Attends managers meetings as requested.

**MARGINAL DUTIES**

Marginal Duties include the following. Other duties may be assigned.

**SUPERVISORY RESPONSIBILITIES**

**QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE**

• Bachelor's degree (B. A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

• Two to four years related experience and/or training; or equivalent combination of education and experience.

• Four to ten years related experience and/or training; or equivalent combination of education and experience.

**LANGUAGE SKILLS**

• Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

• Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

• Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

**MATHEMATICAL SKILLS**

• Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

• Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

**REASONING ABILITY**

• Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

• Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

• Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems. Ability to deal with nonverbal symbolism (formulas, scientific equations, graphs, etc.) in its most difficult phases. Ability to deal with a variety of abstract and concrete variables.

**CERTIFICATES, LICENSES, REGISTRATIONS**

State Sales License

Valid Driver's License

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.