TITLE: Used-Vehicle Sales Manager

REPORTS TO: General Sales Manager

POSITION INFORMATION:

The Used-vehicle Sales Manager is responsible for maintaining a well-balanced used-vehicle inventory and selling each unit at a maximum gross with minimum expense. S/he will be responsible for appraising, reconditioning, displaying, and merchandising the vehicles. S/he will set objectives for the department and accomplish them through planning, organizing, controlling, and measuring the performance of used-vehicle salespeople.

DUTIES AND RESPONSIBILITIES: (Dealer: For each job function, check ''E'' if it is essential in your dealership or ''M'' if it is marginal.)

Management-related:

E( ) M( ) Forecast goals and objectives for the department and strive to meet them.

E( ) M( ) Strive for harmony and teamwork with all other departments.

E( ) M( ) Prepare and administer an annual operating budget for the used-vehicle sales department.

E( ) M( ) Attend managers' meetings as requested.

E( ) M( ) Establish recommended unit sales and dollar gross profit objectives for the Daily Operating Control.

E( ) M( ) Understand, keep abreast of, and comply with federal, state, and local regulations that affect used-vehicle sales (e.g., ensure that Buyer's Guide stickers are affixed to the window of every used vehicle).

Personnel-related:

E( ) M( ) Hire, motivate, counsel, and monitor the performance of all used-vehicle sales employees.

E( ) M( ) Conduct daily and weekly sales training meetings as directed by the General Sales Manager.

E( ) M( ) Establish a program which ensures that used-vehicle salespeople are kept informed of all new inventory.

E( ) M( ) Establish and enforce product-knowledge standards.

E( ) M( ) Direct and schedule the activities of all department employees.

E( ) M( ) Oversee the efforts of used-vehicle salespeople to enhance the image and customer satisfaction ratings of the dealership.

E( ) M( ) Communicate with used-vehicle salespeople to ensure that dealership policies and procedures are understood and followed.

E( ) M( ) Monitor salespeople's payroll records.

E( ) M( ) Guide all salespeople in setting their objectives on a short- and long-range basis.

E( ) M( ) Review all used-vehicle salespeople's performance as shown on the Daily Sales Operating Control.

E( ) M( ) Assist in developing programs of improvement for those salespeople who are failing to reach their objectives.

E( ) M( ) Recommend for dismissal any salesperson failing to meet company standards.

E( ) M( ) Work with salespeople on programs that will increase the used-car gross.

Customer- and Department-related and Other:

E( ) M( ) Communicate daily with the New-vehicle Sales Manager regarding trade-ins.

E( ) M( ) Monitor customer and market analyses to determine what customers want to buy.

E( ) M( ) Maintain a used-vehicle inventory that features a variety of colors, models, and equipment.

E( ) M( ) Attend the auction at least once a week.

E( ) M( ) Seek out good-quality, low-mileage units at other dealerships, from newspaper ads, and any other sources available.

E( ) M( ) Enforce a 45-day turn policy. (Dealer: Insert the number you have established for a desired inventory turn.)

E( ) M( ) Establish standards for appraising.

E( ) M( ) Appraise all incoming used vehicles.

E( ) M( ) Establish procedures for the use of forms for appraising and reconditioning.

E( ) M( ) Ensure that cosmetic and mechanical reconditioning is performed within the dealership's cost and time limitations.

E( ) M( ) Develop, implement, and monitor the use of a prospecting program.

E( ) M( ) Plan and control the display of used vehicles.

E( ) M( ) Help salespeople close deals when necessary. (Dealer: If you require a turnover to management on every sale, indicate so.)

E( ) M( ) Establish and control wholesaling, with Dealer's concurrence.

E( ) M( ) Maintain standards for the delivery of vehicles to customers.

E( ) M( ) Assist in the development of advertising campaigns and other promotions.

QUALIFICATIONS:

High school diploma or the equivalent. Ability to read and comprehend instructions and information. One year of used-vehicle sales experience. Broad knowledge of all types of vehicles. Supervisory experience preferred. Valid in-state driver's license. Professional personal appearance. Excellent communication and managerial skills.

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WORKING CONDITIONS:

The Used-vehicle Manager works both indoors and out, moving about the dealership lot and the closing office to communicate with salespeople and customers. S/he also will spend time in the new-vehicle department, service department, and body shop. S/he will be required to attend an auction at least once per week. Weekend, evening, and holiday hours will be required. May go on test-drives. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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NOTE:

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the dealership reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances change (i.e., emergencies, changes in personnel, work load, rush jobs, or technological developments).

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the dealership has a similar right.

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Employee's Name Employee's Signature Date

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Supervisor's Name Supervisor's Signature Date

We are an Equal Opportunity Employer