

CAFFYNS PLC

JOB DESCRIPTION

JOB TITLE:	LBDM – Audi Region
LOCATION:	Audi Region – Brighton, Eastbourne & Worthing
DEPARTMENT:	Fleet Sales
HOURS OF WORK:	8.00am to 5.30pm - Monday to Friday
SALARY:	Commensurate with skills and responsibilities

MAIN PURPOSE OF JOB:

Maximise fleet sales and profitability through satisfaction and retention of customers whilst achieving and striving to exceed all targets and fleet sales objectives through a well-developed and motivated sales team.

Under current Financial Conduct Authority (FCA) Regulations for Selling Insurance, it is a requirement of this role for candidates to either provide certified proof of 'competency', or for those candidates without the relevant certification to receive training on commencement and pass the associated 'competency' assessment.

1) MAIN WORKING RELATIONSHIPS:

1.1 Responsible to:

Market Area Agency & Corporate Sales Manager

1.2 Relationships with:

Head Office and Branch Staff

Other Company Managers and staff

Suppliers and other company representatives

Company Auditors

Customers

2) OBJECTIVES AND KEY TASKS:

Business Development & Prospecting

Actively identify and secure new business opportunities within the local market through networking, lead generation, targeted outreach and engagement with local organisations. Develop a strong pipeline of prospective fleet and corporate customers to support sustainable growth.

Funding & Product Solutions

Confidently present and promote manufacturer-backed contract hire, leasing and funding solutions, ensuring customers are fully informed of the most suitable options available to meet their business needs.

End-to-End Sales Management

Take ownership of the entire customer journey, from initial contact and needs analysis through to vehicle delivery and ongoing account management, ensuring an exceptional customer experience throughout.

Aftersales & Value-Added Services

Champion the benefits of the Aftersales Department by introducing customers to service plans, maintenance programmes, genuine parts and approved accessories, helping to maximise long-term customer engagement.

CRM & Customer Data Management

Maintain accurate and up-to-date customer records, utilising CRM systems and manufacturer platforms to effectively manage opportunities, monitor customer activity and support renewal and replacement cycles.

Customer Retention & Account Development

Establish and nurture strong relationships with local businesses, delivering outstanding service levels that encourage repeat business, customer loyalty and referral opportunities.

Regulatory & Data Compliance

Operate at all times in accordance with FCA requirements, company policies and GDPR regulations, ensuring all customer information and finance-related activities are managed professionally and compliantly.

3) OTHER DUTIES:

This list of duties is not exhaustive and other tasks and responsibilities will be required of the post holder including any other duties commensurate with the post as requested by the Market Area Agency & Corporate Sales Manager, Head of Business, Regional Director or Head Office staff.

4) CONFIDENTIALITY:

All information relating to customers and the business is to be treated confidentially in line with Company procedures.

5) HEALTH AND SAFETY:

Caffyns has an obligation under the Health and Safety at Work Act 1974 to provide safe and healthy working conditions. All employees are required to co-operate with management in discharging this responsibility and must take responsible care for the health and safety of themselves and others.

6) TERMS AND CONDITIONS OF EMPLOYMENT:

Other terms and conditions are as reflected in the contract of employment.

(A job description is a written statement of essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved).

LBDM – Audi Region

Created By: Steve Tester

Date: 09.06.2026

Caffyns plc
Person Specification
LBDM – Audi Region

QUALIFICATIONS

Essential

FCA approved or be prepared to undertake training and receive accreditation in agreed timeframe
GCSE grade C or above in English and Mathematics or equivalent
Full UK Driving Licence

ATTAINMENTS/COMPETENCIES

Essential

Ability to present information clearly and concisely

Desirable

Knowledge of and ability to apply vehicle sales processes

SKILLS REQUIRED

Essential

Industry Experience

Demonstrable success within a business-to-business sales environment, ideally within the automotive, fleet, leasing or commercial vehicle sectors. Minimum of 2 years previous experience in a Local Business Development, Corporate Sales or Fleet Sales role would be advantageous.

Market Awareness

A sound understanding of the local business community, including SME and corporate customers, with the ability to identify opportunities and develop effective sales strategies within the fleet and business sector.

Communication & Influencing Skills

Exceptional interpersonal skills with the ability to engage confidently at all levels of an organisation. Capable of building credibility, negotiating effectively and developing long-term business relationships.

Planning & Self-Management

A highly motivated and organised individual who can effectively prioritise workload, manage a sales territory and work independently to achieve agreed objectives and targets.

Desirable

Competent in the use of CRM platforms, customer databases and Microsoft Office applications, with strong attention to detail and a disciplined approach to record keeping.

PERSONAL ATTRIBUTES

Professional and personable ambassador for the Audi brand.

Results-driven with a strong commercial focus.

Resilient, adaptable and comfortable working to challenging targets.

Committed to delivering an outstanding customer experience.

Team-oriented, whilst able to work autonomously.

Essential

Self-motivated with a proactive approach to business development.

A willingness to travel throughout the designated market area as required.

Commitment to Audi and Caffyns' aims and objectives
Have a professional, smart appearance at all times

LBDM – Audi Region
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