

CAFFYNS PLC

JOB DESCRIPTION

JOB TITLE:	Skoda Retail Manager
LOCATION:	Eastbourne Skoda
DEPARTMENT:	Sales
HOURS OF WORK:	8.00 am – 6.00 pm Monday – Friday 9.00 am – 5.00 pm Saturday with day off in lieu
SALARY:	Commensurate with skills and responsibilities

MAIN PURPOSE OF JOB:

Achieve and strive to exceed all sales and profitability targets for the Škoda showroom through effective leadership of the sales team. Formulate and implement policies and procedures to achieve maximum profitability from new and used vehicles, finance, insurance, and accessories. Ensure high levels of customer satisfaction, retention, and compliance with brand and company standards. Monitor and optimise stock levels, oversee operational standards, and drive showroom performance in line with Caffyns and Škoda targets.

Under current Financial Services Authority (FSA) 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 within an agreed timeframe.

1) MAIN WORKING RELATIONSHIPS:

1.1 Responsible to:

General Sales Manager

1.2 Relationships with:

Sales Executives
Head Office and branch staff
Other company managers and staff
Manufacturers' representatives
Suppliers and other company representatives
Company Auditors
Customers

In the event of annual leave, illness or any other absence from the company, the nominated deputies for this position are the **Sales Manager & Brand Manager/Head of Business**

2) OBJECTIVES AND KEY TASKS:

Key Tasks

Objective: Achieve and strive to exceed all targets and sales objectives through a well-developed and motivated sales team

Conduct daily sales meetings, communicate objectives, and plan for team performance.

Assist in marketing, advertising, and promotional campaigns to maximise showroom footfall and sales.

Ensure all new and used vehicles are photographed and prepared in line with company standards.

Oversee vehicle preparation, including cosmetic repairs, alloy wheels, and cleanliness standards.

Authorise sales orders within agreed limits.

Maintain a pro-active interest in training and developing Sales team members, developing skills to support improvements in job performance.

Work with the Sales Manager to achieve maximum profitability from vehicles, finance, insurance and accessory sales

Develop strategies, objectives and action plans to increase business and ensure maximum profitability and volume sales targets are achieved and exceeded to meet Caffyns and brand targets.

Assist the SM using AOI sales data to identify the area of marketing responsibility, using information available from the manufacturer to achieve objectives within AOI.

Assist the SM to plan, oversee and monitor the completion and success of sales campaigns, advertising and promotional activities to maximise car and additional product sales.

Maximise used car sales and profitability through satisfaction and retention of customers.

Work to constantly improve the quality of customer service, in accordance with brand guidelines and the CXM/CEM survey.

Assist the SM with the management of customer complaints, resolve with sensitivity, and involve senior management when required.

Develop and maintain good working relationships with all dealership personnel, operating a 'share best practice' policy, as well as representatives and staff of manufacturer.

Monitor sales performance against current goals and targets, ensuring new and used stock levels are sufficient to meet projected sales.

Monitor and control departmental administration and procedures, to determine operating efficiency and expenditure within budget.

Display all point of sale material and advertising literature as directed by the manufacturer and Head Office.

Ensure departmental compliance within company policies and industry guidelines.

Ensure the company policy on transaction payments are adhered to at all times.

Adhere strictly to trade plate regulations.

Actively engage with showroom customers, qualifying needs, presenting vehicles and progressing sales enquiries to assist the sales team.

Be fully deal-capable and prepared to sell new and used vehicles, including conducting test drives and supporting the sales process through to order and handover where required.

Ensure all health and safety legislation and internal procedures are followed.

To act inline with the FCA regulations and Caffyns Steps of Selling at all times utilising Enquiry Management System to it's fullest extent.

Operate at all times within company policy.

Undertake all other duties and responsibilities as requested by the Sales Manager, Brand Manager or Franchise Director as required.

Specific Areas of Responsibility

Achieve or exceed company plan for new and used vehicle performance.

Monitor and control departmental administration and procedures, ensuring operating efficiency within budget

Achieve Brand specific KPI's for New and Used Car Balanced Scorecards.

Oversee showroom presentation, used car forecourt, pricing displays, and point-of-sale materials.

Support training and development of sales staff.

Support finance and insurance sales alongside vehicle transactions.

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 Branch Manager, Franchise 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, and company policies and procedures, as amended from time to time and as governed by statute.

(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)

02.01.26

Ben Smith

Caffyns plc
Person Specification
Showroom Manager, Eastbourne Skoda

QUALIFICATIONS

Essential

G.C.S.E Maths at Grade C or equivalent
G.C.S.E. English at Grade C or equivalent
FCA Accreditation or willing participation in training

Desirable

A Level or Diploma in Business Management
Previous Experience within industry.

ATTAINMENTS/COMPETENCIES

Essential

Understanding of Finance and Insurance products.
Ability to present information clearly and concisely.
Good level of computer literacy, particularly with regard to databases and Microsoft applications.
Evidence of Manufacturer training in Sales and Aftersales.

SKILLS REQUIRED

Essential

Good oral and written communication skills.
Ability to work in a customer focused manner.
Can demonstrate the ability to carry out tasks within set timeframes.
Self-prioritise workload according to the business needs.
Good time management skills

SPECIAL APTITUDES:

Essential

Self motivated and able to work effectively as a team leader.
Commitment to Caffyns' aims and objectives.
Ability to remain calm under pressure.