



Job Description – Dealer Sales Controller

Job Title: Dealer Sales Controller
Department: Sales & Marketing
Location: Linbro Business Park
Reporting to: Manager: Auto Dealer Sales

Purpose of the Job:

The Dealer Sales Controller will be responsible for:

- Operational optimisation and relationship management within the Suzuki Dealer Network
- Maximising the Sales Performance of Suzuki in South Africa
- Deploying sales policies and procedures and ensuring their application
- Implement and ensure adherence to Dealer Standards

Duties & Responsibilities:

Duties and responsibilities include the following:

1. Dealer Operations, Relationship Management and Performance:

- Providing the Suzuki Dealer network with a high level of service support to ensure customer satisfaction, as well as insight into the improvement of their businesses
- Support the Suzuki Dealer network terms of sales and operations, in addition, assure that these are done according to Suzuki recommendations (physical dealer organisation, implementation of materials, human means and commercial policy application, including the Fundamentals of Commercial activity)
- Implementation, Communication and/or Monitoring of:
 - Dealer sales and profitability
 - Dealer forecasts
 - Marketing and advertising activities
 - Execution of sales incentives and promotions
 - Maintenance of the Suzuki corporate identity.
 - Monthly and quarterly dealer targets
 - Monthly vehicle allocations
 - Sales programmes and best practice initiatives
- Monthly Dealer visits



- Ensure coherence in the deployment of all commercial activities in the respective dealer territories and in relation to the complete network
- Ensure efficient of communication between the Suzuki Dealer network and the different SASA departments
- Ensure that the Suzuki Dealer network adheres to Sales and Operational Standards

2. Sales Planning:

- Provide feedback on dealer order pipeline/forecasting requirements
- Ensure effective co-ordination of sales promotions and campaigns on a regional basis

3. Market Intelligence / Reporting / Feedback:

- Collate and report on competitor / retail activities in areas of responsibility
- Provide continuous feedback regarding Dealer performance, Dealer Standards and CSI activities

Critical Skills and Knowledge:

- Relevant Sales & Marketing or equivalent Tertiary qualification
- A minimum of 3 years' experience in relevant Motor Industry position within Dealer experience being essential
- An in depth understanding of Dealer Operations and the Motor Industry with the ability to aid the growth and improvement of Suzuki Dealers
- Ability to operate on the level of a Dealer Principal, to add value to Dealer Operations, Management and Processes
- Autonomous functioning and self-reliance in maintaining own workflow, priorities and meet business requirements and deadlines
- Strong decision-making and problem-solving skills with ability to establish new systems, processes and procedures
- Effective communication and Interpersonal Relations skills
- High level of computer literacy, particularly in the following:
 - Microsoft (Excel, Word & PowerPoint)

Attributes:

- Sound business acumen – good general business skills
- Practical orientation with energy & drive
- Positive and self-motivated



- Assertive and good decision making
- Initiative and Integrity
- Effective presentation
- Team Player and ability to work in cross-functional teams
- Basic legal knowledge
- Customer focused
- Frustration tolerance
- Flexibility
- Emotional intelligence

Special Requirements:

- Extensive local travel will be required with 3 to 5 nights per month away from home
- Flexibility and willingness to work outside of usual office hours
- Potential candidates may be required to undergo psychometric testing