



Vehicle Sales Management

Individuals interested in pursuing a career in Vehicle Sales Management and should have worked as a member of a Sales Department within a dealership for at least 5 years and must be over 18 years of age. Applicants must also have a minimum requirement 5 Passes in Ordinary Papers at Leaving Certificate level or equivalent qualifications or relevant sales experience and hold a full driving license.

A Sales Manager's role is to maximise vehicle sales revenue and profit – and to be effective they need to be familiar with:

- Sales management systems and processes employed in sales departments in the automotive industry in Ireland
- The most profitable used car management systems in operation in Ireland, display and stock management
- Stock turn, reconditioning, unit profit, sales volumes, car profiles and finance on used cars are covered in depth through out the day.
- Sales process overview (covering long and short washout)
- Installing and implementing key disciplines in the sales department that raise sales volumes unit profit.
- Sales management control tools
- How to Budget for the Sales Department
- How to Lead and motivate a sales team.
- How to measure and manage the Sales staff profitability critical areas.
- Use of Psychometric profiling tools to select and recruit sales people.
- How to plan and measure stock turn projection tool, deal book, showroom log, marginal net worth projection tool, appraisal form template, and more.
- CRM approaches, disciplines and templates.
- Marketing and advertising templates - Internet marketing and Evaluating E-commerce opportunities.

The Sales Manager may report to the General Manager or Dealer Principal