

Area Sales Manager

Basic Job Information

Job Title	Area Sales Manager
Brand/Function	All Brands
Department	Audi, Skoda, VWPC: Network Sales VWCV, CUPRA: Sales
Job Grade	D/D2
Location	Field Force
Role Reports to	National Sales Manager
Direct Reports	0
Budget Accountability	Yes – Agreed annually with Director

Job Purpose

The Area Sales Manager is responsible for managing the operational performance and strategic alignment of their allocated Volkswagen Group Network partners. The role carries responsibility for working closely with Network Partner management (at all levels), to ensure that their short, medium and long term plans and performance are aligned and integrated with the relevant Brand strategy.

Key Areas of Responsibility

- **Strategic Alignment** – to ensure our Network partners understand the Brand strategic vision and intent. To work at any and all levels required with those Partners to ensure their people, processes and resources are operating in alignment with that Strategic intent.
- **Network Partner Sales Performance** – to develop and leverage relationships and brand focus within each retailer to ensure that performance objectives are achieved in New Car, Used Car and Accessory Sales. This includes ensuring that all Retailers meet their minimum stock ordering requirements monthly. You will be responsible for providing suitable performance tracking and analysis to the retailers and brand, identifying opportunities that can be capitalised upon in the local area. The purpose of the role is to achieve >100% of area objective for new vehicles and used vehicle sales, ensuring that all retailers achieve >100% of their individual objectives. Where retailer performance is <100% then adequate operational actions are implemented to support turnaround
- **Retailer Stock Management** – to ensure that each retailer is maximising the vehicle allocation, managing new and used vehicle stock against KPI targets in order to maximise sales potential and profitability of the business in line with the brand ambition.
- **Retailer Customer Satisfaction** – to ensure that all retailers in the area have a committed focus on delivering excellent customer service, in line with brand ambition. The role has responsibility for identifying where retailer processes can be refined and adapted in the pursuit of the highest levels of satisfaction. The purpose of the role is to achieve the set CSS/CEM score in each retailer with a positive trend in each retailer and the area as a whole.

Where retailer CSS/CEM is < national average then adequate operational actions are implemented to support turnaround

- **Retailer Sustainability** – to assist Network Partners to achieve a sustainable business model through Strategic alignment with Volkswagen Group and Brand.
- **Key KPI Management** – to measure, monitor and put in place strategies and tactics to improve Network Partners performance in relation to any key focus areas and KPI's which are determined through the Brand for example, Customer Loyalty, Data Capture & Consent etc.
- **Retailer L&D** – to be responsible for the engagement of all retailers in delivery of a continual improvement culture. This will include the review and analysis of retailer training plans in line with brand prospectus and business needs. Where specific training needs are identified then activation of NLC based training to be ensured. If bespoke training or coaching interventions are required then justified recommendation to be made by ASM to retailer and brand
- **Retailer compliance to brand standards and quality management** – to ensure that all retailers maintain compliance to brand operational and franchise standards relating to the Dealer Agreements. Where non-compliance is identified then effective remedial actions are implemented and recorded in line with brand or group policies. This includes achieving and maintaining quality management compliance.
- **Sales Funnel Management** – to work with retailers to deliver the brand market share ambition and Customer Experience objectives through sales funnel management. To include all elements of enquiry generation (local marketing and prospecting), conversion and process review including mystery shop programmes (where appropriate), lead management, finance renewals etc.
- **Cross-functional collaboration** – working closely with cross-functional peers to ensure a cohesive strategy is implemented for optimising the performance of the retailer network. This will include the development of effective annual working cycles and regular review of performance within the area to capitalise upon opportunities to deliver the highest level of performance from the Field Force and retailer network.
- **Sales** - Support the success of the Sales running approach for the Brand & Group. Proactively support the development of a comprehensive view of the Sales Funnel & Reporting for Sales channels.
- **Legal Framework:** Understand, communicate and work within any revised legal framework based on the introduction of any new Sales Channels. Ensure any revised ways of working are captured formally, introduced into the VWGUK/Brand processes and recorded in-line with Audit & Legal guidelines.
- Task ownership and responsibility for operational matters. Have an active involvement in business transformation projects and workstreams.
- Support and take an active role in the establishment of the new processes, technology, ways of working, rules of engagement and business needs relating to business transformation projects

Compliance Responsibility

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Working Relationships

- **Network Partners** – strong relationships required with all levels of management with Retailers – CEO through to Sales Management.
- **Sales Operations** – Critical and close relationship with the HQ Sales Operations team. Relying on that team for support and information where required. It is important to act as a 'filter' through to this team ensuring the right feedback reaches HQ.
- **Aftersales** – Close working relationship with the Aftersales team to ensure alignment.
- **VWFS** – Close working relationship with the VWFS Field Team to ensure alignment.
- **Network Development** – Close working relationship with the Network Development Field Team.

Skills

- An ability to effectively engage and communicate with a diverse range of stakeholders within the retailer businesses and brand, in a variety of business settings
- A thorough understanding of the core processes necessary to deliver retailer excellence in your specified area
- A practical level of business financial awareness, sufficient to provide valued input and insight at a retailer operational level whilst at the same time recognising areas of risk and opportunity for the retailer or brand

Experience

- Knowledge of automotive industry
- Experience of working in a customer focused environment
- Previous proven sales experience

Qualifications

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Career Pathways

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Version Control

Date	Version No.	Reviewed by	Comments/Action
From 2021 onwards document version control is controlled via SharePoint, the latest version of this document will be held on Life Online and therefore this document is uncontrolled if printed.			