

## Job Description

**Name:**

**Date Joined:**

**Date Appointed to this Position:**

**Company Vision:** To be the benchmark within our industry for ease of access and hassle-free experience, innovation and best practice". Achieving this through a happy team, happy customers, happy suppliers and a happy company.

*"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."*

**Job Title:**

Sales Manager

**Location:**

Trafalgar Wharf

**Reports to:**

Sales Director

**Job Description prepared by:**

Tom Sanderson

**Dated:**

Nov 2021

**Job Description agreed by:**

Dave Potter

**Dated:**

### JOB PURPOSE:

To work with the RIBS FOR SALE Sales Director to deliver on the day to day functioning of RIBS FOR SALE, part of The Trafalgar Group. The role is varied and includes a wide range of administrative, financial, sales, boat management and managerial tasks related to the efficient, safe and customer friendly operation of RIBS FOR SALE.

To represent the Company's interests and be an ambassador for The Trafalgar Group within the marine industry and its suppliers and all other related organisations or bodies.

### CANDIDATE REQUIREMENTS:

- Experienced in running a sales team to deliver financial target and margin driven goals in a similar industry. Not necessarily marine but one that is customer focused.
- An interest and understanding of boats.
- Experience in use of a CRM and capitalising on existing client database not just finding new ones.
- Understanding of advertising platforms and best practice to maximise product exposure.
- A drive for excellent customer service and desire to always deliver and better this.

- Accepting of the demands of a seasonal business and the flexibility in working ours this demands.
- A team spirit that is motivational and inclusive.

## **PRIME TASKS AND RESPONSIBILITIES:**

### **Sales & Customer:**

- Driving boat sales with a desire to exceed financial targets.
- Monitor spend on each boat to maximise and maintain agreed sales margin targets.
- Oversea the delivery process to ensure companies values are met and all boats are delivered in a timely manner to the highest standard.
- Maximised each opportunity for upselling/extras and increase basket spend.
- Increase the number of Drystack and Boat Club referrals to meet commission targets ensuring process' are followed.
- Sign off order forms, sales agreements and factory order specifications.
- Work with team members to give each customer a unique experience to reinforce that we are the RIB sales professionals and earn their trust.
- Ensure completed sales customers are followed up after purchase to gain feedback, review and testimonial. Our aftersales should reflect our company values.
- All warranty issues or complaints should be dealt with in a timely manner.
- Every RIB delivered with a check list and sign off to show it is ready for handover.
- Follow up process for historic sales to create new sales opportunities.
- To be proactively involved in Boat sales when required.
- To develop a best practise Customer Journey that supersedes that of our competitors.

### **Purchasing**

- Update forecasting for new Ballistic stock requirements in response to sales.
- Maintaining stock levels of used RIBs via private purchase/trade/part exchanges.
- Develop trade relationships to maintain an understanding of competitor pricing and commercial offering and train this out to the sales team.

### **Staff Management:**

- Motivate and coach the sales team to exceed targets.
- Agree a working rota for weekends, shows and event.
- Train in sales best proactive.
- Ensure the CRM is accurately maintained and used to maximise sales opportunities and identify areas of improvement.
- Daily catch up with sales team at start and end of the day to agree and review goals.

### **Boat & Line Presentation:**

- Regularly review of the boat presentation area ensuring boat are in a ready to sell condition.
- Sales boards to be kept up to date and sold boats to be clearly marked.

- A good range of RIB offerings at our target market level and placement of product to encourage upsell from used to new.

#### **Websites & Social Media:**

- Ensure RIBs are promptly listed as per process guidelines and best practice to be regularly reviewed with the team.
- Review platform performance on a quarterly basis to ensure delivery of leads and value for money.
- Ensure the marketing goals allocated to the sales team in regard to listings and social media interaction, presence and follow-up are achieved.

#### **Management of external companies**

- Up to date records to be kept of all works required following check over/new boat order to meeting quality expectations.

#### **Reporting**

- Ensure sales, call and enquiry source figures are updated daily and a weekly report produced. Targets to be monitored and met, addressing any potential shortfall or unexpected success in a proactive manner.

#### **Additional**

- To be smart and presentable at all times.
- To be flexible in terms of the working week.
- Covering on weekends & Public Holidays when necessary. You would be expected to work at least two weekends a month which would increase during the high season and peak times (Easter and summer holidays and bank holiday weekends.)
- To attend social events in the evenings.
- To ensure that all complaints are dealt with quickly and efficiently and always with a 'Can do' attitude.
- To comply with the company's Health and Safety policy and that of the Health and Safety Executive. Promoting safe boating with members and other customers on site.
- Carry out any other duties reasonably required by the management team.
- To be a key holder if required.