

FLETCH'S, INC.

JOB DESCRIPTION

Position within Fletch's, Inc: General Sales Manager

Reports to: General Manager

Mission Statement:

Fletch's, Inc: Providing excellent automotive sales and service to northern Michigan – from our family to yours.

Core Values

In keeping with our goal of establishing and maintaining lifelong relationships with our customers and employees, Fletch's, Inc believes in the following values:

- ◆ **Focus on the Customer** – We want our customers to be completely satisfied with their experience with us, thus we will be attentive to the needs of our customers, making individual and company decisions based on their best interests.
- ◆ **Honesty, Integrity and Trustworthiness** – in our dealings with each other and with our customers
- ◆ **Friendliness, Courtesy, Thoughtfulness** – paying attention to our customer's needs and the needs of our team members by practicing the "golden rule" and treating others the way we would want to be treated.
- ◆ **Respect** – for each other and our customers
- ◆ **Financial Success** – as a company and as individuals within the company
- ◆ Commitment to **employee success** – in the workplace and individually, having the freedom to do well, be good at our jobs and grow personally and professionally
- ◆ Honoring and maintaining the **legacy** of the family

For each value, there are corresponding behaviors that will be expected of each person working at Fletch's:

We expect that all employees at Fletch's will:

Focus on the Customer by:

- ◆ Greeting every customer with a genuine welcome – to establish a positive first impression and the beginning of a relationship for life
- ◆ Getting to know our customers – their wants, needs and preferences
- ◆ Responding to customer needs by never acting like or saying "it's not my job."
- ◆ Personally escorting the customer to the person he/she needs when necessary, not just pointing the way.
- ◆ Taking the initiative to solve customer problems.
- ◆ Answering the phone within three rings
- ◆ In the rare occasion that the customer goes into phone mail, returning the call within the hour or by the end of the day at the latest.
- ◆ Keeping our phone mail messages up to date and reflective of plans for each day.
- ◆ Taking responsibility for customer satisfaction by actively encouraging customers to return the satisfaction surveys and following through on promises made – making sure our customers are completely satisfied.

Demonstrate Honesty, Integrity and Trustworthiness by:

- ◆ Always telling the truth
- ◆ Following through on promises – to each other and to the customer
- ◆ Being consistent in behaviors upholding the values of the company
- ◆ Walking the talk – maintaining a positive attitude, supporting all members of the team and providing a unified, consistent “face” to the public and our customers.
- ◆ Following established policies and procedures
- ◆ Following all State and Federal regulations and laws.

Practice Friendliness, Thoughtfulness and Courtesy by:

- ◆ Supporting each other – using coaching and mentoring techniques to assist others when necessary.
- ◆ Using appropriate body language to reflect an open, positive and friendly attitude
- ◆ Smiling – genuinely and regularly!
- ◆ Treating fellow employees and our customers as you would like to be treated.
- ◆ Putting the other person first.
- ◆ Being consistent in word and deed.

Show Respect for each other and our customers by:

- ◆ Demonstrating understanding and acceptance of the ideas and opinions of others.
- ◆ Being on time for work, meetings, etc. – value the time of others.
- ◆ Responding as quickly as possible to requests of other employees and customers, keeping all informed through the process.
- ◆ Keeping fellow employees informed – especially when working on team projects.

Contribute to the Financial Success of the Company by:

- ◆ Being mindful that individual success depends on company success, taking note of ways that the company can save money or enhance profit.
- ◆ Following established policies and procedures for efficiency and effectiveness.
- ◆ Being good stewards of company resources – not wasting time or supplies.
- ◆ Making suggestions as to how the company could be better and improve profitability.

Improve themselves and succeed personally and professionally by:

- ◆ Taking advantage of company-sponsored and other continuing education opportunities
- ◆ Being involved in community activities
- ◆ Establishing and working toward individual goals and sharing these with ones supervisor.

Share in and support the legacy of our company by:

- ◆ Supporting company goals, values and ideals
- ◆ Demonstrating knowledge of our history and freely sharing this information with customers
- ◆ Maintaining a positive attitude – not “bad-mouthing” each other or the company, especially in public settings or where there are customers present.

Primary Objective of this Position: Create, motivate, manage, and lead a sales team to meet monthly and annual sales objectives. Support the team with their individual goals by providing the proper marketing, inventory, and support they need to be successful. Assure departmental profitability through gross retention and expense control. Maintain a sales environment that encourages high customer and employee satisfaction through professionalism, training, and meeting the franchise and government requirements of the sales department, while working within the established core values of the company.

Basic Requirements: A general understanding of the automotive industry and its relationship to selling vehicles. A background in business and marketing with practical experience in the fields of supervision, sales, and accounting. Computer skills; excellent communication skills both verbal and written; ability to delegate, negotiate, and motivate, and a professional personal appearance are necessary. The working environment is primarily at a desk sitting and/or standing for periods of time. The position also requires physical mobility within the dealership, driving of vehicles, and the ability to attend functions both onsite and offsite.

Essential Duties:

- Forecast and establish monthly and annual goals and objectives to create a profitable sales department. Continually focus on meeting set goals and objectives.
- Ensure proper departmental staffing. Hire, train, and motivate, counsel, and monitor sales associates, finance/business manager, and support staff. Communicate, review and document any performance or core value issues. Terminate as necessary.
- Assure all customers are greeted promptly on the phone, on the internet and walking in the door; and that they are being recorded in our CRM software.
- Desk deals and assist sales associates every day to close deals – on the phone, the internet and the floor.
- Maximize CRM opportunities – have daily discussions with sales staff on customer leads and follow up. Utilize equity mining, manifestation lists, etc. to enhance sales leads.
- Ensure that all sales department employees meet franchise training requirements and have excellent product knowledge, as well as, professional phone and computer etiquette skills.
- Establish written processes and procedures and hold staff accountable to adhering to established practices.
- Create and oversee marketing/advertising opportunities with local vendors, website activity, and franchise opportunities. Establish and maintain a budget for advertising, marketing and promotion.
- Appraise used vehicles in accordance with established company pricing structures utilizing online software.
- Oversee used vehicle inventory – reconditioning, computer information, pictures, legal documentation, pricing, lot display, aging, purchasing, wholesale options, etc.
- Oversee new vehicle inventory – ordering, dealer trades, lot display, aging, etc.
- Establish sales events with sales team. Communicate and work with all dealership departments for success.
- Analyze, review and minimize controllable sales department expenses, including costs associated with aged inventory.
- Focus on departmental profit opportunities without jeopardizing customer or employee satisfaction.

- Act in a professional manner at all times and promote the core values of the company. Tolerate nothing less than the same from employees. Review, coach and reprimand as necessary.
- Communicate, support, and back up the finance office. Be able to create finance documents as necessary.
- Manage inventory to assure maximum profit opportunities, minimize aging, and wholesale product as needed.
- Work with General Motors and Audi representatives to maximize profit opportunities. Stay abreast of franchise expectations, marketing strategies, inventory requirements, training requirements, etc.
- Work directly with the general accounting office staff to provide accurate data associated with inventory, sales, marketing, receivables, and any other sales related information.
- Create biweekly payroll documents and absentee information.
- Understand, keep abreast of, and comply with federal, state, and local regulations that affect sales operations, such as OSHA Right-to-Know, privacy act, do not call lists, license verification, misc. documentation, etc.
- Hold departmental meetings weekly. Meet with sales associates on a daily basis. Attend manager and company meetings as requested. Attend outside functions as requested.
- Stay abreast of the ever changing world of internet, social networking, and mobile communication – optimize, measure, and monitor sales. Analyze and review reports for ROI and sales performance.
- Handle customer complaints immediately and according to dealership's guidelines.
- Promote harmony and teamwork within the sales department. Co-operate, communicate, and support all departments of Fletch's, Inc. and its affiliates.
- Seek relationship building opportunities within the community that will enhance growth and profitability.
- Attend, and encourage sales staff to attend community events to enhance sales opportunities.
- Maintain a professional working environment along with a professional appearance for yourself and all sales staff.
- Ensure that all customer zone areas are kept clean and free of any clutter.

Note: This job description provides the fundamental duties and responsibilities associated with this position. Each position within Fletch's has processes and procedures to follow. Your job description may not have listed all of the specific requirements of your position and will always be subject to change due to unforeseen circumstances (i.e. emergencies, changes in personnel, etc.)

I have carefully read and understand the contents of this job description, including the company mission, the company core values, and the behavior expectations. I understand the responsibilities, requirements, and duties expected of me. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the dealership has the same right.

Print Employee Name

Employee Signature

Date

Print Supervisor Name

Supervisor Signature

Date

We are an Equal Opportunity Employer