



JOB DESCRIPTION

JOB TITLE:	Sales Executive
REPORTING TO:	Sales Manager
<p>MAIN PURPOSE OF ROLE: To play a key role in the revenue generation and growth of ACF. Sales Executives are expected to achieve the maximum number of sales from available leads through energetic commitment to a structured sales process. The Sales Executive is the public face of ACF and, as such, is expected to convey a consistently professional and positive public image of the company.</p>	
<p>KEY RESPONSIBILITIES:</p> <ul style="list-style-type: none"> • To achieve and exceed agreed sales targets (currently a minimum of 8 sales per month) • To adhere consistently to the ACF structured sales process • To deal professionally with all customer enquiries and proactively seek to convert each to a sale. • To build and maintain strong customer relationships of trust and commitment to ACF from first point of contact through every stage of the sale to closure • To identify customer needs accurately and be able to respond effectively to different customer circumstances and personalities. • To drive the sales process with energy and enthusiasm at every stage • To manage the customer throughout the sales process • To provide the timely and accurate customer information to ensure quick and efficient processing of credit loans • To keep accurate records at every stage of the sale • To confirm via telephone call customer possession of relevant documentation eg. Driving licence, payslips etc and check validity of same before proceeding with deal. To maximise deal profitability by the sale of additional products and benefits. • To source and approach new customers from given leads when required. • To pick up other sales executives' customers mid-sales process when required in a seamless transition, always maintaining the highest standards of customer service. 	
<p>SECONDARY RESPONSIBILITIES:</p> <ul style="list-style-type: none"> • To complete the Performance and Tracker sheets on a daily basis • To monitor progress of customer credit applications via liaison with CPU • To maintain a good working knowledge of branch stock • To check vehicles are in order before presenting to customer • To draw customer attention to and actively promote the recommendation scheme • To ensure, with other staff, that the customer and staff areas of the building are maintained to a high standard, reflecting an appropriate professional company image. • To ensure full compliance of FSA insurance rules, Money Laundering, Consumer Credit and Data Protection regulations. 	

DECISION MAKING (e.g. What kind of decisions can be made/should be referred?)

SPAN OF CONTROL:



Staff management responsibilities: N/A

Budgetary responsibilities:

Relationships: The Sales Executives' most significant contact will be with customers both via the telephone and face to face at the branch.