

GENERAL SALES MANAGER

Job Description



A General Sales Manager oversees both new and pre-owned vehicle sales and is responsible for managing profitability and all Sales personnel. We have provided more information below regarding the position so that you can better assess your interest in and qualifications for this role.

Position Requirements

General Sales Managers should have a minimum of two years of experience in dealership sales and demonstrated success in growing sales revenues and profitability. A General Sales Manager should also be comfortable managing multiple people and their professional progression. Excellent communication and organizational skills are critical to success in this position.

Key Responsibilities

- Estimate vehicle sales forecasts, gross and operating profits and manage departmental expenses on a monthly basis. Also responsible for reporting financial data to the General Manager and/or corporate personnel.
- Collaborate with the General Manager to create and implement all advertising objectives and plans, sales and lease promotions, staffing and compensation plans.
- Oversee Sales Managers and work with them to meet objectives for gross sales and profits. This will include leading weekly Sales meetings and managing all training programs.
- Determine appropriate level of vehicle inventory based on sales figures and projections.
- Review and audit all appraisals of trade-in vehicles.
- Manage all customer complaints and feedback to understand Sales team performance and areas for improvement.

Educational Requirements

A high school diploma or equivalent is required, while a college degree is preferable. Strong skills in marketing, math and computer usage are highly beneficial. Depending on location, a state sales license may be required.

Salary

General Sales Managers can expect to earn between \$90,000 and \$150,000 per year based on the size, revenues and location of the dealership. Many dealerships also pay bonuses for exceeding sales goals.

Benefits

Benefits vary by dealership, but most dealers offer health insurance, retirement plans, and other various associated employment benefits (dental, vision, disability, etc.).

If your skills and experience match the qualifications and requirements listed for this position, we hope you will contact the EFG Recruiting team at 972-445-8300, or toll-free at 800-527-1984. At EFG, we are committed to placing exceptional individuals into exceptional careers within the automotive industry.

