

Job Title: General Manager- Sales	Qualification: B.Tech in any Mechanical /Electrical Masters in Sales and Marketing
Place: AHMEDABAD/DELHI	Vacancy: 1
Department: Sales/Marketing	Reporting To: Director

Job Summary:

The post **General Sales Manager** is responsible for profitability in both the new and existing customers' sales/service and for customer retention. To achieve this, they must effectively manage sales personnel, have a strong knowledge of the market, and an in-depth understanding of all sales departments' financial data as well as strong customer relations skills. The general sales manager is expected to uphold the highest ethical standards in every aspect of the job.

Job Responsibilities:

- Creating the annual/ quarterly sales forecasts by estimating total vertical sales, gross and operating profits as well as expenses for the new-and-used sales departments.
- Meeting with vertical managers to plan and implement objectives for achieving sales and gross profits.
- Hiring and monitoring the performance of the department managers, holding weekly sales meetings and conducting sales training.
- Creating monthly marketing plan for vertical brand promotions along with marketing team. Reviewing and initialling all promotions before they are finalized.
- Coordinating with Managing Director for stock forecasting as per sales flow in each quarter.
- Meeting monthly with department heads to review forecasts and profits for each department.
- Working directly with the Marketing head / HR head on making recommendations on both short and long-range advertising plans, sales promotions, staffing needs, lease promotions and compensation plans.
- Attending to customer complaints, ensuring that a high level of customer satisfaction is obtained.
- Auditing all appraisals of sales team, service team
- Attending Meeting with key dealers for relationship building and business growth along with Branch Manager every monthly.

Job Requirements

It is recommended that general sales managers have at least two years in a dealership sales environment. Additionally, sales managers need to be comfortable managing multiple departments and people.

Managers are required to maintain the profitability of their department while controlling expenses and maintaining customer satisfaction.

Managers are required to not only understand and keep abreast of the federal, state, and local regulations that affect their operations, but must also comply with these regulations.

Management personnel require strong communication skills to deal with customers, employees and vendors, as they represent the dealership.

Qualifications / Skills:

- Meeting sales goals
- Negotiation skills
- Selling to customer needs
- Motivation for sales
- Sales planning
- Building relationships
- Coaching
- Managing processes
- Market knowledge
- Developing budgets
- Staffing
- Adaptive
- Advanced computer skills

Education and Experience Requirements:

- MBA in business administration, statistics, mathematics, or related field
- Bachelor of Engineering degree- ELECTRONICS/ MECHATRONICS/
- Working experience in sales