

Business Development Manager – Further Information

The Role

As a Business Development Manager, your role is to build the business around your nominated GSF Car Parts branch (sometimes more than one), in order to help the branch achieve challenging sales, margin and profit targets set annually and to provide cover for the Parts Sales Team at times when someone is absent.

Teamwork

GSF branches are all about teamwork; our Business Development Managers spend most of their time on the road, visiting customers and building our business. However this isn't just a rep's role, you'll be actively involved in the day-to-day operation of the branch, while also being accountable for achieving your own sales targets and providing excellent customer service. We'll expect you to help out in the branch as well, covering for other members of the Sales Team when they are off work. Show the right attitude and we'll help you prepare for the day when you may be ready to manage your own branch.

Driving sales and profitability

Your main focus will be developing profitable sales for the branch but you'll become the face of GSF for your customers, so it will help if you also become an expert in parts identification and customer service. By providing expert knowledge to our customers we can ensure that they will keep coming back to us, helping those sales figures increase. You'll develop and agree with your Manager a clear plan of action to ensure a structured approach to sales development in your area but you'll have to be prepared to be flexible and to deal with any problems that arise. You will check your daily sales figures and familiarise yourself with the latest offers, you'll feed-back vital information about our competitors' activities and make suggestions to help GSF to develop its sales. You'll also need to make sure you're well briefed on the overall branch performance, along with the progress you're making towards your own personal targets.

Customer Experience

At GSF We get it – it's all about being helpful and customer focussed, identifying the right part, first time and ensuring our customers also receive advice on any additional parts or tools they need to complete the job. To guarantee every customer experiences this, we need to be sure each member of the team 'gets it' too. Developing their product knowledge, sales technique and focus is critical and it's essential you have a genuine interest in our products. As the Business Development Manager, you'll be expected to portray this service ethic in your dealings with every customer.

Operational management

There is a lot of reporting to be done on a daily and weekly basis. You will need to learn all of this and provide your manager with the reports in a timely manner. You'll also play your part in managing branch profit and account payments.

Who we are looking for

If you have a background in the automotive aftermarket, a real passion for delivering the best customer service and enjoy working on your own in a challenging sales driven environment, with lots of additional responsibility then we'd like to hear from you.

