

JOB DESCRIPTION

Job Title:	Aftermarket Sales Manager – Midlands & Northern Region
Department/Cost Centre /Location:	Aftersales
Reporting to:	Head of Aftersales
MAIN JOB PURPOSE:	
Bring in profitable orders for the Parts and Service Divisions.	
DUTIES AND RESPONSIBILITIES:	
<p><i>Sales Strategy and Key Account Management</i></p> <ul style="list-style-type: none"> • Focus on increasing service and parts sales within your designated area. • Collaborate with service operations to maintain and develop existing and new customer sales through appropriate propositions. • Manage key accounts and lead efforts to secure contracts and service level agreements, ensuring that customer expectations are met or exceeded. • Oversee all contracts within your area, providing excellent account management to maintain and grow key customer relationships. • Manage and report on the aftersales opportunity pipeline, ensuring that opportunities are documented and tracked effectively. <p><i>Market and Competitor Analysis</i></p> <ul style="list-style-type: none"> • Collate and document market sector/product populations and opportunities to identify potential areas for growth. • Monitor and report on competitor activities, providing relevant information and reports to stay ahead in the market. <p><i>Personal Development and Internal Collaboration</i></p> <ul style="list-style-type: none"> • Utilise market analysis and effective systems, tools and processes to maximise personal efficiency. • Work with internal teams and franchised partners to implement effective aftersales initiatives and ensure customer satisfaction. • Continuously develop personal market knowledge to stay updated on client developments, particularly those related to the services provided by Mitchells. • Manage day-to-day relationships with the management team and service operations to ensure services are delivered in line with customer expectations. • Collaborate closely with internal teams to implement aftersales initiatives successfully. • Work with key internal personnel to ensure stock availability supports customer expectations, delivery acceptance and pricing competitiveness. 	
SKILLS, QUALIFICATIONS, AND EXPERIENCE REQUIRED:	
<ul style="list-style-type: none"> • Proven experience in key account management, preferably within the service and parts sales sector. • Good understanding of engines, transmissions or other rotating mechanical equipment. • Strong understanding of contract management and service level agreements. • Excellent analytical skills for market and competitor analysis. • Effective communication and relationship-building skills. • Highly motivated and results-oriented • Strong organisational skills and the ability to manage multiple priorities. 	

LINES OF COMMUNICATION:

- Line manager – Head of Aftersales
- Internal – Sales Director
- Internal - Depot operations Managers
- Internal - Parts Sales Manager
- Internal - Product sales Manager
- Relevant Manufacturers and Suppliers
- Credit control

LEVELS OF AUTHORITY:

Financial – Responsibility to achieve budgets agreed for:

- Division Gross Profit (by product and by customer)
- Aftersales Overhead Costs (in line with budgets)

ANY OTHER DUTIES / RESPONSIBILITIES

- Maintain a good level of industry knowledge including legislative and technical issues
- Represent Mitchells professionally within the industry as required
- Use skills and abilities to support staff in all areas of the business

Approved by Managing Director:



Date: *21st August 2024*

This Job Description should be read in conjunction with the Operation Procedures, Quality Procedures, Work Instructions, Health & Safety Manual, and associated documentation. Copies of these documents are available from your Line Manager.

Signature: _____

Date: _____

(Employee)