

JOB DESCRIPTION

Job Title:	Aftermarket Sales Manager – Southern Region
Department/Cost Centre /Location:	Southern Region
Reporting to:	Head of Aftersales

MAIN JOB PURPOSE:

Manage key accounts and create new service and parts sales opportunities by working closely with the operations department. This role is crucial for driving service sales within the Mitchell business, securing contracts, and maintaining strong relationships with key accounts. You will work with internal teams and franchised partners to implement effective aftersales initiatives and ensure customer satisfaction.

DUTIES AND RESPONSIBILITIES:

Sales Strategy and Key Account Management

- Collaborate with service operations to maintain and develop existing and new customer sales through appropriate propositions.
- Focus on increasing service and parts sales within your designated area.
- 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.

Market and Competitor Analysis

- 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.

Personal Development and Internal Collaboration

- Utilise market analysis and effective systems, tools and processes to maximise personal efficiency.
- 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:

- Proven experience in key account management, preferably within the service and parts sales sector.
- 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:

- Revenue (by product and by customer)
- Costs (in line with budgets)
- Gross Profit levels

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:

2/7/24

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)