

# **JOB DESCRIPTION:**

## **DEALERSHIP BUSINESS MANAGER**

**T**he position of business manager is divided into 3 distinct functions:

- 1 - SALES**
- 2 - ADMINISTRATION**
- 3 - MISCELLANEOUS**

### **1 - SALES**

The Business Manager is responsible for meeting with every customer that purchases or leases a new or used vehicle (referred to as a 'turnover'). This meeting shall take place immediately after the customer agrees to purchase or lease a vehicle with their salesperson. If a customer cannot stay to meet with the business manager, it is the business manager's responsibility to schedule a meeting with the customer or to complete a turnover by telephone.

During the turnover, the business manager shall:

**A** - enthusiastically present and *close* Dealer Plan financing, life and disability insurance for the agreement, an appropriate extended service plan, vehicle rust inhibitor, electronic corrosion module/paint protection, fabric/leather protection and any other services/products/accessories the dealership may offer, in an organized and "customer-friendly" sales process. The business manager is expected to meet or exceed the dealership's forecasted sales targets.

**B** - thoroughly disclose all the financial and product information pertaining to the customer's agreement.

**C** - complete a computer-printed bill of sale.

**D - receive and receipt customer deposits/partial payments.**

**E - schedule vehicle delivery with customer and salesperson.**

**F - review the services/hours of operation of the dealership with the customer.**

**The business manager is also responsible for arranging and securing appropriate customer financing by assertively selling the merits of each customer's credit application to all available (or appropriate) dealer plan lenders.**

**It is therefore expected that the business manager strive to gain a thorough understanding of the benefits of the products and services offered in the business office, knowledge of financing, leasing and credit granting and an understanding of the Business Office software.**

## **2 - ADMINISTRATION**

**The business manager is responsible for the following administrative duties:**

**A - accurately producing, printing and packaging the necessary documents for vehicle delivery (e.g. bill of sale, conditional sale agreement, insurance verification form, life / disability insurance certificate, vehicle extended service plan certificate, vehicle chemical protection warranty certificates, waiver, etc.).**

**B - researching vehicle liens on vehicles being traded in by customers or on vehicles being purchased by the dealership.**

**C - organizing and completing vehicle lien pay-outs for vehicles being traded in.**

**D - tracking and recording the sales performance of the business office.**

**E - preparing policy remittances/sales reports to the appropriate business office suppliers and dealer principal.**

### 3 - MISCELLANEOUS

The business manager *may* be requested to:

A - assist salespeople to *close* customer sales either on the showroom floor or in the business office.

B - assist the sales manager to 'desk' or 'work deals' with salespeople.

C - conduct motivating and informative sales meetings with respect to the products and services of the business office.

D - research and implement new business office products, services, presentation and pricing strategies.

### 4 - PERFORMANCE STANDARDS

The following are the expectations of PENETRATION LEVELS to be maintained by the business manager:

Products	New	Used	Combined
Ext Warranty	%	%	%
Life Protection	%	%	%
Disability Prot.	%	%	%
Vehicle Prot.	%	%	%
GAP Coverage	%	%	%
Wear Care	%	%	%
Other	%	%	%
Other	%	%	%
Other	%	%	%
Other	%	%	%

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