

National Fleet Manager

Basic Job Information

Job Title	National Fleet Manager
Brand/Function	Audi, VWCV, Skoda
Department	Audi, Skoda: Fleet Sales VWCV: Sales
Job Grade	F/F
Location	Field Force
Role Reports to	Audi, Skoda: Head of Fleet Sales VWCV: Head of Sales
Direct Reports	Varies by Brand
Budget Accountability	Yes – Agreed annually with director

Job Purpose

To lead, motivate and develop Area Fleet Manager team to achieve their business objectives.

Key Areas of Responsibility

- Achievement of fleet sales volume and market share targets within the true fleet segments of the market through effective and efficient use of fleet tactical support budget
- Develop and implement customer and sales channel strategies across key fleet channels including corporate, Small Medium Enterprises, public sector and VWFS small business programmes
- Measure and control fleet support spend by sales channel to ensure sales targets are delivered in line with budget
- Maximise sales performance with existing customers and identify new prospects and future sales opportunities working alongside of the Area Fleet Team
- Manage sales funnel and prospecting activity in line with CRM data and approach
- Retailer development strategies including a Fleet Retailer programme to develop and improve fleet capability, competence and capacity – Brand Specific
- Engage with factory and Group Fleet International colleagues to maximise fleet sales opportunities for the brand locally and globally
- Delivery of FY sales/order take volume in associated channels
- Performance Management of AFM team
- Identification and delivery of annual sales strategy and approach including prospecting
- Management of Tenders
- Factory sign-offs/business case development to support sales opportunities
- To adopt responsibility as a key stakeholder within the Environmental Compliance Management System (ECMS) and/or Product Compliance Management System (PCMS) 1st Line of Defence (LoD). Responsible for owning and day to day management of local Environmental & Product related risks as identified within the ECMS and/or PCMS programmes; ensuring continued compliance with VWG Policies.
- Assist in the drafting of communications to the retail network on consumer and dealer incentives, in accordance with the guidelines provided by VWGUK, ensuring in particular that any regulatory deadlines are met. This includes publication to the dealer network, at least every 3 months and in accordance with the Supply of New Cars Order 2000, of the terms and conditions, including

discounts, available to fleet customers which are also available to dealers for outright purchase. Produce supporting material for dealers as relevant to help them calculate impact of campaigns and opportunities.

- Legal Framework: Understand, communicate and work within any revised legal framework based on the introduction of any new Sales Channels. Ensure any revised ways of working are captured formally, introduced into the VWGUK/Brand processes and recorded in-line with Audit & Legal guidelines.
- Task ownership and responsibility for operational matters. Have an active involvement in any business transformation projects and workstreams.
- Support and take an active role in the establishment of the new processes, technology, ways of working, rules of engagement and business needs relating to business transformation projects.

Compliance Responsibility

Working Relationships

- Brand customers
- AFM team
- CHL Managers
- Fleet Business Development Manager
- Product team

Skills

- Excellent presentation skills
- Highly effective, communication, influencing and negotiation skills
- Strong drive and tenacity to achieve targets and results
- Proven stakeholder management ability
- Effective relationship building at all levels
- Strong Leadership and coaching skills
- High commercial awareness and acumen

Experience

- Thorough knowledge of automotive industry and fleet market
- Experience and understanding of the Fleet Market
- People management experience

Qualifications

Career Pathways

Version Control

Date	Version No.	Reviewed by	Comments/Action
From 2021 onwards document version control is controlled via SharePoint, the latest version of this document will be held on Life Online and therefore this document is uncontrolled if printed.			