Area Fleet Manager

Basic Job Information

Job Title	Area Fleet Manager
Brand/Function	All Brands
Department	AUDI, VWPC, Škoda: Fleet Sales CUPRA SEAT, VWCV: Sales
Job Grade	D/D2
Location	Field Force
Role Reports to	National Fleet Manager
Direct Reports	0
Budget Accountability	No

Job Purpose

Responsibility for the delivery of annual sales and order targets through agreed market channels . Define and deliver a territory plan to develop great relationships with existing and prospective customers and maintaining strong retailer and leasing company engagement.

Key Areas of Responsibility

- Delivery of annual sales volume targets as agreed by National Fleet Sales Manager
- Develop and secure new business by working closely with prospective customers, Contract Hire and Leasing companies and the Retailer Network
- Establish and maintain Territory Development Plan to ensure Group Fleet Services Business Centre are aligned to optimising sales territory customer / prospecting opportunities.
- Establish a strong, robust client base and develop credible and profitable relationships
- To build loyalty and increase customer satisfaction with existing customers through excellent account development
- Develop and implement customer proposals to achieve forecasted volume whilst achieving accurate financial support and improving the mix of vehicles sold
- Legal Framework: Understand, communicate and work within any revised legal framework based on the introduction of any other 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

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- National Fleet Sales Manager
- Contract Hire team
- Brand tactical
- Brand corporate customers
- External leasing companies and fleet management companies
- Group Fleet Services
- VWFS Fleet
- Fleet Business Development Manager

Skills

- Good presentation & communication skills
- Strong influencing and negotiation skills
- Proven ability to achieve commercial targets and objectives
- High commercial awareness & acumen
- Effective stakeholder management and relationship building

Experience

- Experience of working in a customer focused environment
- Previous proven B2B sales 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 the intranet and therefore this document is uncontrolled if printed.			

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