



Location: Field Based
Department: Sales
Direct Reports: 0
SMCR: No

Regional Sales Manager

Reports to: Regional Sales Director

The Regional Sales Manager (RSM) role is a highly visible and crucial role. The RSM will drive forward the financial services performance of the retailers.

Displaying high levels of credibility, the RSM will be the lead point of contact for vehicle finance to our retailers.

For their region, the RSM will manage & deliver multi-brand New vehicle finance penetration (B2C and B2B), negotiate and manage Used vehicle finance penetration/cases and turnover contracts, maximise Customer Renewals, Insurances, Services & Mobility products sales, and generate the maximum Net Banking Income.

Additionally, this role is the first line contact on Wholesale and Quality and is expected to ensure a co-ordinated approach from Stellantis towards performance management & communication to our retailers.

This is a field-based role that requires significant travel and a flexible approach to working hours. Retailer contact is face-to-face on site, as well as telephone, online and e-mail.

JOB DELIVERABLES

- To deliver multi-brand New vehicle finance penetration (B2C and B2B), negotiate and manage Used vehicle finance penetration/cases and turnover contracts, maximise Customer Renewals, Insurances, Services & Mobility products sales, and generate the maximum Net Banking Income
- To liaise and co-operate with the Stellantis network operations team in order to optimise the finance performance of the Retailers
- To oversee the negotiation of annual commitment agreement and ensure successful delivery of them
- To deliver against targets, personal development and performance objectives and review these through formal quarterly appraisals

- To continually identify and implement activities to increase performance, taking responsibility for ensuring that programmes are developed and managed effectively to minimise costs and improve profitability
- To develop both brand and regional sales strategies with relevant personnel from Stellantis and organisations providing product support to Stellantis Financial Services UK
- To conduct monthly, quarterly and annual retailer F&I review meetings, where the Retailer Principal / General Manager is present and where smart actions are agreed and subsequently implemented and reviewed
- To work on improving lower quartile performing retailers. Ensure understanding from Retailer Management that change is required and obtain commitment to an action plan to resolve the issues. Continue to monitor the progress made and ensure that the action plan is followed and performance is improved
- To use feedback from the Retailers to actively communicate to Stellantis Financial Services UK any barriers to success in achieving sales or quality objectives. Propose coherent solutions to such barriers
- To ensure visit schedules are appropriately established and maintained together with visit reports/management action plans
- To regularly attend Retailer sales team meetings where finance programmes and marketing activities are presented and all vehicle sales are reviewed for F&I content
- To be first line contact on Wholesale and to report concerns about any Retailer's financial position that could adversely affect Stellantis Financial Services UK Wholesale and Retail investments. To co-ordinate with the Wholesale function all documentation relating to newly appointed Retailers or extensions to existing facilities
- To maintain close working relationships with the brands network operations teams, overseeing activities including joint regional team meetings, joint retailer visits and reviews
- To ensure that the full range of company Wholesale and Retail products are actively promoted appropriate to individual retailer financial status
- To ensure our Quality KPIs' are reviewed, with Retailer Management and action plans are implemented to achieve our mutual goals & drive the correct customer outcomes
- To oversee the investigation of any quality concerns within the Network
- To undertake effective time management to reduce non-productive activities by utilising technologies effectively to make time to sell and agree actions, with Retailers, underpinning & referencing our ethos & Quality culture
- To support Retailer personnel in all aspects of F&I, including systems, controls, quality, compliance and utilising the EFFICAR team where appropriate
- Overcome the challenges;
 - Retailers do not have to support Stellantis Financial Services UK, except on our campaign business, but may decide to give their finance and/or insurance business to the competition, typically independent Finance Houses. Each Retailer/Group is different so the Regional Sales Manager's approach needs to be persuasive with their Retailers' to support Stellantis Financial Services UK
 - Leverage campaign commissions, wholesale funding, renewals activity, F+I reviews, training etc., to maximise reciprocal retail support on non-campaign retail paper

EMPOWERMENT

The role involves frequent communication with the Regional Sales Director who will assist in identifying priority areas and tasks. Discretionary Budget (Regional Budget allocation, requests to be authorised by the Regional Sales Director for campaigns/incentives)

WORK RELATIONSHIPS

Each Regional Sales Manager has a defined number of Retailers within their territory. They are responsible for the performance of each of their allocated Retailers

CANDIDATE PROFILE

Foreign language skills:

- None required for this role.

Professional qualifications, vocational training, education level:

- Preferable Degree or alternative
- FLA Diploma or equivalent would be beneficial
- Driving licence essential

Previous experience required (please state if essential or desirable):

- Detailed knowledge of Retailer activity required
- Experience in motor finance industry or equivalent finance industry
- Knowledge and understanding of relevant FCA regulations required

Person characteristics required:

- Credibility and engagement
- Strong communication skills (written and verbal) including proven presentation ability
- Able to diagnose commercial situations and make sound recommendations
- Must have analytical and numerical skills
- Business Acumen
- Proven negotiation and sales ability, persuading and influencing others
- Able to consistently achieve targets and maximise performance
- Coach, mentor and motivator for retailer staff
- Ability to meet deadlines and successfully prioritise competing demands
- Attention to detail
- Relationship building ability both internal and external
- Conversant in Microsoft Office applications

CAREER PATH (PRE & POST)

This position would constitute a promotion for people who have held the following positions:

- Regional Finance Sales Support Executives
- Underwriters

On leaving this position, a job that would be considered a promotion is:

- Head of B2B
- Head of Premium

Job Grade:		Last updated:	15/03/23
HR Approver:		Date approved:	
Approver:		Version:	