



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

Regional Sales Manager – LCV/ B2B

Reports to: Head of Sales – LCV & B2B

The Regional Sales Manager LCV/B2B (RSMLB) role is a highly visible and crucial role. The RSMLB will both prospect LCV/B2B customers and develop LCV/B2B finance with the LCV/B2B specialist multi-franchise retailers in order to drive forward the financial services performance of the LCV/B2B retailers.

The role requires high levels of credibility, as the RSMLB will be the lead point of contact for vehicle finance with both LCV/B2B customers and our LCV/B2B retailers.

Examples of LCV/B2B customers may include Corporates, SME's, Brokers, Motorhomes (including their distributors /dealers), Convertors and Rental companies etc.

For their region, the RSMLB will manage & deliver multi-brand New vehicle B2B finance penetration, maximise Customer Renewals, Insurances, Services & Mobility products sales, and generate the maximum Net Banking Income

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 B2B finance penetration, maximise Customer Renewals, Insurances, Services & Mobility products sales, and generate the maximum Net Banking Income
- To liaise and secure prospective B2B customers and retain existing B2B customers
- To co-operate with the Stellantis network operations team in order to optimise the B2B finance performance of the Retailers
- 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 the LCV/B2B regional sales strategies with relevant personnel from Stellantis and organisations providing product support to Stellantis Financial Services UK
- To conduct specific LCV/B2B monthly, quarterly and annual retailer F&I review meetings, where the relevant Retailer personnel is present and where smart actions are agreed and subsequently implemented and reviewed
- To work on improving lower quartile performing B2B 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 co-ordinate with the Wholesale function all documentation relating to newly appointed customers or extensions to existing facilities, either customer or retailer related
- 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 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 B2B related F&I, including systems, controls, quality, compliance and utilising the EFFICAR team where appropriate
- To co-ordinate the growth potential in LCV/B2B and co-ordinate the overall B2B volume for Stellantis Financial Services UK within the region.
- The organisation sees significant potential in the LCV/B2B market and such as this a growth area, which requires considerable business development and identifying new business opportunities.

EMPOWERMENT

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

WORK RELATIONSHIPS

Each Regional Sales Manager – LCV/B2B has a defined number of Retailers within their territory. They are responsible for the performance of each of their allocated Retailers. In addition relationships with prospective and existing customers.

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 Sales - LCV/B2B
- Head of Sales - Premium

Job Grade:		Last updated:	15/03/23
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