



Norwood

DEALER PRINCIPAL

JOB DESCRIPTION

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| POSITION: | Dealer Principal |
| REPORTS TO: | Southern Commercial Manager |
| STAFF: | Sales team, Parts Manager, Service Manager, Regional Dealership Administrator, |
| LOCATION: | Hawera |

Norwood

Norwood is a leading tractor and machinery distribution group and represents a portfolio of leading global brands through separate operating divisions, and three national dealer networks which include 18 company-owned Dealerships.

Established in 1948, we have grown to be one of the best known names in New Zealand agriculture and today we supply one in every three tractors sold in New Zealand.

In over 70 years of operations, we have focussed on meeting the ever changing needs of New Zealand farmers and contractors from an in-country support base. Our commitment includes a highly experienced technical support team and the largest agricultural parts warehouse in the country.

Company Purpose Statement

Keep Farmers Moving.

Company Vision

Exceptional solutions for every customer every time.

Purpose of Position

The purpose of this position is to be fully responsible for the operation of the Dealership including wholegood sales and after sales. This position is also responsible for the selection of appropriate staff, their training, motivation and performance management, and to ensure that staff are aware of Management's commitment to Health & Safety in the workplace.

Qualifications

- Business focused tertiary qualification or equivalent experience

Skills & Experience

- Experience with agricultural equipment and knowledge of modern farming practices and trends are essential
- Experience developing and implementing sales plans
- Demonstrable sales experience in a senior role
- Experience in developing and implementing annual marketing plans
- Evidence of successful relationships and alliances
- Customer partnership and negotiations
- Have an understanding of a balance sheet, P&L statement and financial levers
- Experience managing a team of people
- The ability to influence others
- Outstanding time management skills
- The ability to plan and prioritise work activities to meet objectives
- The ability to set, pursue and attain achievable goals

Personal Attributes

- Team player
- Empathetic
- Confidence and ability to work on your own initiative
- Sound judgment and initiative
- Organised
- Driven
- Methodical
- Conscientious
- Resilient
- Honest and reliable

Key Tasks & Responsibilities

Sales Management

- Effectively manage the overall profitability of the Dealership from its whole goods sales to after sales departments with the assistance from the Retail Accountant as required. This relates to prudent financial management, and compliance with company policy and procedures
- Ensure that the Dealership generates maximum income from all divisions
- Have overall control of Dealership debtors
- Achieve quarterly and Annual sales plans
- Achieve retained margin targets both quarterly and annually
- Manage incentive plans to drive sales towards targets
- Increase sales to clients both in terms of dollar value and product range
- Grow the customer base within the territory
- Keep sales stock and sales yard at a high standard of presentation
- Ensure all stock and other company assets are in good condition
- Endeavour to gain as much product knowledge about all items that the company sells
- Attend Sales Courses when necessary
- Establish and manage effective relationships with key customers in conjunction with the appropriate Salesman
- Facilitate ongoing communication with key customers
- Provide a rapid response to customers to resolve issues that are escalated by Salesmen or the After Sales Manager
- Establish processes to support the accurate and timely collection of demand information for sales
- Ensure demand information can be collected quickly and efficiently
- Ensure demand information can be utilised to reforecast and replan quickly and efficiently
- Identify root causes where exceptions to demand information occurs to mitigate future inaccuracies (forecast variance reporting)
- Establish processes to facilitate and consolidate planning for procurement in conjunction with the NZ Retail Operations Manager
- Utilise demand information to inform After Sales planning and revenue planning by communicating with the After Sales Manager
- Engage in industry and community activities that enable Norwood to participate as a significant player within the community
- Any other tasks as may be reasonably requested by the business.

Parts and Service Management

- Oversee the Parts and Service Departments
- Review recommendations received from the Parts Manager and Service Manager
- Based on recommendations from the Parts Manager and Service Manager, decide upon the appropriate course of action for after sales initiatives relative to the Dealership and local market
- Implement a framework for key account management with assistance from the Parts Manager and Service Manager
- Implement a customer relations plans for key accounts with assistance from the Parts Manager and Service Manager
- Implement a customer retention strategy for key accounts with assistance from the Parts and Service Manager

- Develop a marketing plan for Parts and Service with assistance from the Parts Manager and Service Manager

Marketing

- Develop a marketing plan for the Dealership with assistance from the Marketing Manager as required
- Ensure marketing initiatives meet both short term and long term strategies
- Plan and schedule local advertising and promotions and monitor their effectiveness
- Ensure brand profiles are maintained and brand integrity is protected
- Evaluate opportunities with assistance from the Marketing Manager to engage with potential new marketing plan service providers
- Ensure Salesmen receive relevant sales support material and literature
- Attend local Agricultural Field Days
- Anticipate and interact effectively with all staff or visitors to enhance the smooth running and professional presentation of the business

Leadership and Capability

- Continually review the operational capability needed to support the Dealership in delivering on outcomes and ensure action is taken to address identified capability gaps
- Provide development opportunities for direct reports that challenge and expand their capability
- Provide leadership that inspires others to succeed and develop, and proactively share experience, knowledge and ideas
- Provide leadership to the team, support and encourage the members of the team to deliver exceptional service and achieve agreed business unit objectives

Staff Management

- Manage staff with the assistance from the People & Capability Manager as required
- Ensure the achievement of the team's outputs and activities
- Encourage staff to continually look for ways to enhance the quality of customer service delivered by the team as a whole
- Give regular feedback on performance
- Recruit and develop staff to ensure the current and future needs of the business can be met
- Oversee and direct the work activities and performance of reporting staff
- Ensure annual performance objectives and training plans for each is established and appropriate counsel, follow up and recording of what has been agreed/completed is undertaken.

Health & Safety

- Demonstrate visible leadership in health and safety systems and practices
- Ensure all injuries and incidents are openly and accurately reported and recorded
- Foster a work environment where hazards and risks can be openly raised, discussed and addressed
- Support the safe and early return to work for injured employees
- Celebrate and reward health and safety successes; challenge attitudes and behaviours that don't support workplace safety
- Be responsible and accountable for the implementation of health and safety programmes, initiative and practices
- Ensure the Health and Safety Policy is adhered to

Contributing to the Dealership Team

- Display behaviour consistent with Company Values
- Foster harmony and open communication
- Maintain positive relationships
- Share problems
- Resolve conflicts
- Acknowledge effort
- Maximise customer satisfaction
- Achieve objectives