

**Position:** New Vehicles Sales Executive  
**Business Unit:** Ford  
**Location:** N1 City  
**Reporting to:** Sales Manager



## Overview: Job purpose and deliverables

**Purpose of the role:** The core purpose of this position is to meet and exceed targets and customer expectations at every phase of the selling process. To be successful in the role, you would have a passion for the business, up to date product knowledge, have the ability to follow up on leads and have an excellent closing ratio. You will have a professional personal image and will have driven to meet targets in terms of units, profit and CSI/CCS targets.

### Key deliverables and outputs:

- Utilise the lead management system and web-based initiative, use various methods of researching markets and gathering sales leads and follow up and pursue sales leads.
- Contact existing or potential customers on the telephone, build a positive relationship with existing or potential customers, and create customer interest in the products and services.
- Negotiate the sale, handle objections and close the sale.
- Manage the trade-in.
- Use the correct sales administration procedures after the customer has signed the offer to purchase.
- Ensure that the pre-delivery inspection process has been followed correctly, do own quality check to ensure that vehicle is clean and deliver the vehicle to the customer.
- Develop sound relationships with the manufacturer's representatives and keep up to date with all manufacturer programs.
- Maintain effective oral and written communications with customers and work colleagues.
- Create and maintain professional working relationships.  
Protect the company against risk.

# Overview: Essential individual competencies to be successful in the job

## Academic qualifications:

- Matric Certificate or equivalent
- Unendorsed driver's license
- A marketing or finance diploma/degree will be an advantage

## Work experience:

- Willingness to work flexible hour/overtime
- Proof of targets/units/GP achieved over the past 12 months.
- Experience in the field

## Knowledge and Skills:

### Essential:

- Excellent selling skills
- Product knowledge or the ability to quickly acquire

Computer literacy

### Skills

### Essential:

- Driving skills
- Persuasive communication style
- Ability to work without close supervision
- Attention to detail

## Behavioural Attributes:

- Organizational awareness
- Concern for customer service
- Entrepreneurial driver
- Business acumen
- Concern for standards
- Interpersonal sensitivity
- Assertiveness
- Reliability
- Concern for communication
- Motivated team player

## Advantageous:

- Commitment for behaving correctly and ethically
- Enthusiasm for learning, sharing and growing

Level of Decision-Making	Level of Problem Solving
Decision making takes operational trends and business plan into account and generates multiple possibilities that involve trade-offs and juggling of multiple variables (budget, people, technology).	Problem solving requires specialist and/or highly technical ideas/concepts.

**APPLICATIONS MUST BE FORWARDED TO: ON, OR BEFORE: 05 April 2025**

Email: [Recruitment@nmi.co.za](mailto:Recruitment@nmi.co.za)

**Ref: New Vehicle Sales Executive Ford N1 City**

Any internal employee who considers this opportunity must inform his/her manager prior to Applying/attending an interview.

Should you not receive a response in 10 days, please consider your application as unsuccessful as Selection will be done in terms of the company's Employment Equity Policy