

Position: New Vehicle Sales Executive
Business Unit: Ford
Location: Pietermaritzburg
Reporting to: Sales Manager



Overview: Job purpose and deliverables

NMI is looking for a driven and customer-focused Sales Executive to join our team and help us exceed expectations at every stage of the sales journey. If you have a passion for the motor industry, strong product knowledge, and a proven ability to convert leads into sales, this is your opportunity to shine. You'll bring a professional image, a results-driven mindset, and the ambition to consistently hit targets across units, profit, and customer satisfaction.

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, the ability to follow up on leads, and an excellent closing ratio. You will have a professional personal image and will have a drive to meet targets in terms of units, profit, and CSI/CCS targets.

Key deliverables and outputs:

- Utilise the lead management system and web-based initiatives, use various methods of researching markets and gathering sales leads, and follow up and pursue sales leads.
- Make contact with 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 checks to ensure the car 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
- Unendorsed driver's license
- A marketing or finance diploma/degree will be an advantage

Work Experience

- Willingness to work flexible hours/overtime
- Work experience in the motor industry is essential
- Proof of targets/units/GP achieved over the past 12 months.

Knowledge and Skills

- Excellent selling skills
- Driving Skills
- Product knowledge or the ability to quickly acquire
- Computer literacy
- Driving skills
- Persuasive communication style
- Ability to work without close supervision
- Attention to detail
- Time management

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 to 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: 23 October 2025

Email: Recruitment@nmi.co.za

Please Use Reference: New Vehicle Sales Executive – Ford Pietermaritzburg

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