

**Position:** Dealer Principal  
**Business Unit:** Mercedes-Benz  
**Location:** Umhlanga  
**Reporting to:** Franchise Executive



## Overview: Job purpose and deliverables

**NMI** is looking for a visionary leader to take the wheel of a dynamic, customer-driven dealership. If you're passionate about performance, driven by results, and inspired to lead a motivated team to new heights, this is your next great opportunity.

**Purpose of the role:** The purpose of the role is to manage a business that continually creates value for all stakeholders through the collective efforts of skilled, motivated, and productive employees, the support of loyal and delighted customers, and mutually beneficial relationships with manufacturers and other suppliers.

### Key deliverables and outputs:

1. **Develop a dealership strategy for new and repeat business**
  - Understand, implement, and communicate the dealer agreement and obtain a clean audit from the manufacturer
  - Visit different dealers to determine best practice
  - Develop an integrated dealership SWOT analysis
  - Create a shared vision and mission to give purpose to the dealership. Define values to guide the dealership's operations
  - Formulate objectives and strategies for the dealership to satisfy the needs of the stakeholders
  - Develop an integrated dealership marketing /business strategy and plan. Ensure each department implements its marketing/business plan
  - Ensure the Management Information System is used to its optimum for marketing and customer retention
  - Implement these plans and measure performance
2. **Manage dealership financial performance**
  - Prepare a standard organisational dealership budget. Set dealership performance targets
  - Measure actual dealership performance against targets and compare to APLs
  - Take the appropriate corrective action
  - Understand and quantify the impact of incentive programmes of the manufacturer
3. **Manage financial risk and inventory security**
  - Ensure that NMI's risk management procedures are applied in each department
  - Ensure that parts and vehicle stock counts are completed
  - Ensure warranty claims are controlled and monitored
  - Ensure that departmental debtors are managed
4. **Manage departmental processes to satisfy customer needs**
  - Ensure that the selling processes in each department are communicated and used by people
  - Ensure that the procurement processes in each department are communicated and used by people
  - Ensure that the customer order entry and sales administration processes for each department are communicated and used by people
  - Ensure the financial administration processes are communicated to and used by people
  - Develop performance standards for each of the departmental processes, to ensure they deliver value to customers and shareholders & are communicated to people
  - Measure the performance of the processes to ensure they are producing results for customers and shareholders, and are communicated to people
  - Ensure that process-related work is correctly allocated to people to satisfy the needs of their customers and the dealership
  - Ensure the availability of parts and vehicle inventory to meet customer needs
  - Ensure the quality of products delivered by each department meets the standards of the franchise
  - Develop a culture of process analysis and 'continuous improvement' in each department.
  - Ensure each department applies the organisational and manufacturer policies and procedures

5. **Manage the vehicle and parts inventory resource**
  - Ensure that plans are made for longer-term vehicle and parts stock requirements
  - Ensure understanding of the floor plan
  - Ensure the used car stock profile policy is implemented. Use the trade app system effectively
  - Ensure parts and vehicle managers produce sales forecasts for their departments
  - Ensure daily parts and vehicle stock reviews are completed
  - Ensure the parts and vehicle stock controllers place orders using the correct organisational and franchise procedures
  - Ensure that parts and vehicles are correctly received into stock
  - Ensure that sales forecasts are updated correctly
  - Establish a list of reliable used vehicle suppliers
  - Establish a list of reliable parts suppliers
  - Establish a list of reliable trade dealers
  - Ensure that monthly stock profiles are completed for vehicles and parts
6. **Manage dealership physical resources**
  - Ensure all departmental tools and equipment conform to, and are maintained to, NMI's franchise requirements
  - Ensure the technical information used by each department is kept up to date and available to all people
  - Ensure an adequate number of work bays, parking bays, and departmental space is available
  - Implement organisational OHS Act requirements in each department
  - Implement franchise and organisational housekeeping and corporate identity requirements, to instill a sense of pride in each department and provide a good first impression on customers
  - Ensure that the dealership management information system is maintained to the supplier and organisational requirements
7. **Lead the team to develop and maintain positive working relationships and reach objectives**
  - Provide support/guidance to the team and deal with general problems on an ongoing basis
  - Discipline staff where required and in line with organisational policies and procedures
  - Provide staff with clear performance standards, job profiles, and development plans
  - Conduct employee performance reviews
  - Ensure all staff are trained and updated on all systems/processes/products and have the necessary skills to perform optimally
  - Identify the required number of staff to be developed and consider Employment Equity policies in this process

#### **Internal customers**

- FE; Dealer Management Team; All business units

#### **External stakeholders**

- Financial Institutions; OEM; Suppliers; Manufacturers

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

## Academic qualifications

- Related tertiary qualification

### Note:

- Driver's License

## Work Experience

- 7+ years in a motor retail environment at a management level
- Experience engaging at the executive management level
- Dealer Principal experience preferred

## Behavioural Attributes

- Commitment to behaving ethically and correctly
- Building relationships internally and externally
- Remain resilient with stress and pressures
- Inspiring leader
- Target driven
- Concern for corporate governance and legal compliance

## Personal Attributes

- Assertive and persuasive
- Ability to work under pressure
- Ability to be innovative and embrace change
- Financial acumen (managing income statements & balance sheets)
- Excellent communication skills
- Ability to plan, organize, and control
- Exceptional time management
- Attention to details
- Good interpersonal relationship skills

## Knowledge and Skills

- Achieving consistent financial performance
- Maintaining & developing manufacturer, insurance approvals, and generating new business
- Company and franchise core standards and procedures
- Ability to set and implement strategic plans
- Understanding of business benchmarks/targets
- Knowledge of the industry and understanding of business benchmarks & targets, and the ability to implement plans to achieve these targets
- Sound understanding of CSI elements/scoring process
- Advanced computer skills

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: 28 April 2026**

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

**Please Use Reference: Dealer Principal – Mercedes-Benz Umhlanga**

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