

Position: Dealer Principal
Business Unit: Barons
Location: Tokai
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. To be a leader that will motivate a dynamic team, in a fast-paced environment and ensure that targets are met and exceeded through exceptional customer service.

Key deliverables and outputs:

Reporting to the Franchise Executive, you will be responsible for:

- Implementation and management of the dealership strategic plan and direction.
- Full dealership operational processes.
- The control of dealership expenses; Implementation and management of value creation processes in the dealership.
- Management and leadership of departmental managers and staff.
- Meet acceptable performance levels.
- Meet productivity and quality objectives.
- Implementation of forward-thinking ideas.
- Responsible for reporting at Franchise and head office level.
- Achieve manufacturers targets, objectives, and standards.
- Exceeding budgeted operating profit.
- Achieve customer satisfaction targets.
- Develop positive relationship with OEM.
- Assuring compliance with standards, safety regulations, rules, procedures and laws.
- Being responsible for security of company property; and
- Adhering strictly to rules or polices.

Internal customers

- All Business units; All support functions; Finance

External stakeholders

- Customers; Suppliers; OEM

Overview: Essential individual competencies to be successful in the job

Academic qualifications:

- Matric
- Tertiary education
- Unendorsed driver's license

Knowledge and skills:

- Extensive knowledge of the Volkswagen Brand
- Knowledge of products and finances
- Advanced computer skills
- Stable track record

Work experience:

- Sales management/general management experience in a volume dealership
- Dealer Principal experience preferred

Essential:

- 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

Behavioural Attributes:

- Fluent, clear English communication.
- Ability to handle difficult customers.
- Customer service orientation.
- Ability to build positive relationships.
- Helpful and supportive behaviour in interactions
- Professional telephonic etiquette.
- Attention to detail

Personal Attributes

- Assertive and persuasive
- Ability to work under pressure
- Ability to be innovative and embrace change

Level of Decision-Making

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).

Level of Problem Solving

Problem solving requires specialist and/or highly technical ideas/concepts.

APPLICATIONS MUST BE FORWARDED TO: ON, OR BEFORE: 5 July 2026

Email: Recruitment@nmi.co.za

Please use reference number: Dealer Principal – Barons Tokai

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