

Job Description – Sales Consultant (Web + Tele)

Job Title:	Sales Consultant (Web + Tele)
Department:	Sales
Position Type:	Full-time
Reporting To:	Sales Manager
Responsible on absence:	Sales Consultant (Walk-In)

Primary Responsibilities

- **Brand Related Communication**
 - Communicate all brand related stories to customers wherever need arises
- **Vehicle Sales**
 - Receive all web enquiries coming in DMS and Tele enquiries to dealership. Call and understand the requirements of each enquiry. Accordingly provide information, invite to store [set appointments], book a test ride [in store/ at home, office].
 - Make sure that the customer receives a warm welcome at the showroom, is made comfortable and is offered appropriate refreshments
 - Conduct need analysis with the customer, vehicle demonstration and test drives to create a unique product experience and making customers feel the need to buy RE
 - Update customer details on the DMS on real time basis - Ensure data capture as per Guidelines.
 - Facilitating test rides in store and at home/office
 - Check for finance requirements, cross selling opportunities for apparel and accessories
 - Ensure achievement of monthly sales targets
- **Customer Satisfaction**
 - Own the customer satisfaction scores for the sales process
 - Coordinate effectively with relevant teams and stake holders to ensure smooth execution of required processes such as Test Drives, Billing and payments, etc.
- **Post Booking Process**
 - Confirm vehicle receipt in the system post Pre Delivery Inspection from concerned executive
 - Carry out vehicle allocation as per norms, follow up with customer for confirmation of allocation, check with customer appropriate date for invoicing
 - Prepare customer invoice, coordinate with customer, 3rd party finance executive for payment
 - Finalize delivery date with delivery manager and customer
 - Confirm with customer insurance requirements and process insurance

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- Ensure implementation of appropriate measures to meet Finance penetration targets and maximize benefits from finance sales
- Explain documentation and procedure required for loan approval to the customer with estimated loan approval lead time
- Log in the vehicle finance cases with required documents
- Track the status of vehicle finance and update the same to customer
- Receive confirmation of full payment from the vehicle financier / customer
- **Delivery**
 - Plan delivery schedule based on bookings and stock availability
 - Liaison with the RE logistics team to ensure stock availability before delivery
 - Finalize date and time for delivery and coordinate with customer
 - Mobilize the RTO/Insurance and Finance team on receiving booking
 - Follow up with customer for all transaction related documentation
 - Follow up of vehicle status with customer and inform in case of any delay
- **Apparel & Accessories Sales**
 - Understand or facilitate prospects' present needs, wants & desires and, basis prospect's response, suggest / pitch the right product
 - Ensure achievement of monthly Apparel & Accessories target

Candidate Profile

- **Educational Qualifications:** Graduate or 2-year diploma
- **Industry:** Auto 2 / 4-wheeler, Consumer Goods / Insurance / Banking / Retail
- **Minimum experience:** Nil – Fresher's or experienced can apply.
- **Profile:** Passionate about bikes / Royal Enfield. Aptitude for sales and ensuring customer experience
- **Passions/ Interests:** Interested in Riding, travelling and exploring
- **Competencies:**
 - Customer Relationship Management
 - Selling Skills and Market Knowledge
 - Product Knowledge / Brand Insights