

**Role:** Parts Sales Manager

**Company:** Genpower Ltd

**Location:** Pembroke Dock (SA72) or remote for the right candidate

**Salary:** £25,000 per annum

Genpower is the exclusive distributor for Hyundai Power Products for the UK & Ireland. Due to continued expansion, we have an exciting opportunity for a Parts Sales Manager to join our team and share in our success.

The department has big growth plans for the next 12 to 18 months. For the right candidate, this will be a challenging yet extremely rewarding role with the opportunity to build the parts department into a profitable multi brand business from the ground up.

This new parts business will support our existing customers and allow us to build our online presence to challenge and disrupt the current UK Outdoor Power spare parts marketplace with an aggressive multi-million pound annual growth target to achieve by buying direct from the manufacturers via our office in the Far East and selling direct to the consumers. You will also be putting into place new sales strategies that will help to drive revenue as well as monitoring and reporting on sales goals and adjusting tactics as needed to reach them.

We are looking for a Parts Sales Manager with the skills, experience and passion to drive our company forward and further increase growth.

#### **Job Responsibilities and Duties:**

- Lead, motivate and inspire a parts team to achieve set sales targets and an improved customer experience.
- Generate and execute strategies that result in revenue growth and company expansion.
- Develop and implement an online parts website and maximise sales via eBay and Amazon.
- Ensure a strong sales and customer service delivery via phone, live chat and messaging centre.
- Create an opportunity to implement a third party parts catalogue to deliver sales growth.
- Create a commercially viable pricing structure to deliver margin expectations.
- Deal with all parts orders for customers and the work shop obtaining maximum discounts where possible, whilst not compromising on delivery requirements.
- Establish and deliver short and long term sales strategies, tracking effectiveness through KPI metrics.
- Develop and utilise analytics to measure sales, inventory, gross margin, expenses, etc. on a daily, monthly, quarterly and annual basis to assure attainment of profit goals.
- Hire, train, motivate, and monitor the performance of parts sales employees.
- Develop, enforce and monitor guidelines for working with customers to ensure maximum customer satisfaction.
- Handle all customer complaints immediately and according to the guidelines.
- Contribute to the development of tools and processes that make our teams and suppliers more efficient and effective while always remaining focused on the customer experience.

#### **Candidates will have gained the following skills and experience through previous roles:**

- Minimum 2-3 years of management experience.
- Strong sales background and business acumen.
- Experience of setting up/running a D2C/B2B omni channel online parts business (desired).

- Knowledge and experience within the garden machinery / power equipment industry a distinct advantage.
- Leads by example.
- Ability to train, motivate and develop a team.
- Experience of process improvement, implementation and process training.
- Excellent analytical skills, with ability to develop and implement KPI Metrics.
- Articulate and concise communicator.
- Technically minded.
- Customer focussed.
- Sales and target driven.
- IT literate.
- Must be switched on, resilient and have a 'can-do' attitude. This is not an easy position. Only genuine, driven ambitious people to apply.

### What's in it for you?

- Competitive salary.
- Private AXA Health Cover.
- Perkbox.
- 20 days annual leave plus 8 bank holidays.
- Increasing holiday allowance with service.
- Career development opportunities

To apply please send CV and Cover Letter outlining your suitability to [laura.sanderson@genpower.co.uk](mailto:laura.sanderson@genpower.co.uk)

