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# Example of Automotive Sales Manager Job Description

Our innovative and growing company is hiring for an automotive sales manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for automotive sales manager

* Provides the appropriate oral and/or written communication to external and internal customers, such as gathering and reporting on market conditions, competitor activities, and competitive pricing
* Completes all administrative duties and submits appropriate paperwork, sales reports, expense reports, in a timely fashion
* Create, plan, direct and lead the implementation of sales strategies for the Canadian Automotive Refinish marketplace
* Own full responsibility for top line sales and customer financing for Refinish Canada
* Aggressively target and close new sales channels/partners/opportunities
* Manage the overall structure and best business practices in order to maximize sales and profitability and to ensure optimization of resources
* Develop and maintain strong relationships among Refinish Canada’s largest and most strategic customers
* Liaise directly with the NA Refinish Distribution Director to effectively manage 3rd party distribution throughout Canada
* Develop and maintain top talent, through direct motivation and coaching, through management of regional sales leaders
* Manage new product/product line introductions into the Canadian market by developing strategies and long term business plans

## Qualifications for automotive sales manager

* An understanding of web analytics as they relate to dealership traffic and customer engagement
* Must be highly motivated, an enthusiastic self-starter, and possess a strong desire to win
* Must demonstrate proficient coaching skills including the ability to lead and inspire personnel to achieve goals
* Requires the ability to communicate effectively and professionally, both orally and in writing, and have strong interpersonal communications skills
* Requires solid problem-solving skills and the ability to act quickly while using good judgment
* Travel, as needed, throughout the market region is a requirement