



**A leading dealer of motorcycle is seeking a highly motivated
AVP SALES & MARKETING**

ROLE SUMMARY/PURPOSE

Develop and implement the sales and marketing plan for our Motorcycle dealership with a focus on revenue growth, business development and profitability growth. This would be achieved through offering sales, parts and service solutions to the clients and building strong brand equity.

ESSENTIAL DUTIES/RESPONSIBILITIES

- Establish sales policies, procedures, selling and reporting guidelines to support the sales team in achieving the objectives, growing market share and increasing revenues.
- Manage the sales cycle from the contacts stage to the post-closing stage for all sales to ensure all customer requirements are well understood and responded to.
- Launch NPI, sales events/promotions and marketing campaigns to finding profitable new customers and increasing the value of current customers.
- Deliver agreed revenue and share objectives. Provide weekly and monthly reports, data and research and market intelligence to the management.
- Review and track progress (self and team) against revenue and targets; analyze sales/revenue reports; recommend changes to existing plans and implementing approved changes.
- Work closely with other internal departments and stakeholders through regular meetings to ensure client/sales needs and expectations are communicated to achieve positive results,
- Provide leadership guidance and support to all sales staff. Enable the team to ensure staffs are recruited, trained and motivated; develop appropriate succession plans.
- Proactively work with the Finance Department to ensure all payments are collected within the agreed timelines as per the credit terms.
- Ensure all customer visits, opportunities and any other customer information (by self and team) are updated into Winward system in line with the requirements and expectations.
- Proactively implement health and safety procedures.
- Perform other duties and work extra hours and weekend as assigned by senior management.

QUALIFICATIONS/REQUIREMENTS

- A bachelor's degree in Commerce, Marketing or Communications with MBA qualification.
- At least 5 years experience in senior level S&M position in Motorcycle, Automotive or Corporate Product Marketing.
- At least 5 years handling sales & operations planning, product marketing & development, customer services, order to cash processes and e-Commerce.
- At least 5 years managing and coaching employees in achieving the objectives.
- Ability to work under pressure, multi-task confidently and meet deadlines.
- Strong verbal, report communication and writing skills in English.
- Proficient in CRM system like Winward or similar software.
- Excellent computer skills in MS Office (Word, Excel, PowerPoint, Outlook, Website software).
- Excellent website design, e-Commerce & search engine optimization.

If you meet the above qualifications, please apply with confidence to:

hr@cyclecare.bm

**CLOSING DATE FOR APPLICATION IS
November 17, 2014**