



Job Description
Job Title: Business Development Representative

Position Name: Business Development Representative

Employee Name: _____

Date Prepared: January 12, 2012

Date Revised: December 15, 2012

General Statement of Duties:

Responsible for managing the sales leads of the dealership. Involved in marketing and follow-up of sold and unsold customers. Responsible for cultivating, creating and maintaining customer base to sell vehicles and provide financing. Must be a problem-solver, and handle all issues with the highest quality customer service in order to provide total customer satisfaction.

Essential Job Functions:

1. Maintain database of perspective customers and their contact information. Follow-up on leads for individuals' transportation and financing needs.
2. Develop and maintain database of repeat and referral business. Follow-up for repeat sales.
3. Generating Leads for Sales.
4. Attract new customers with marketing ideas.
5. Greet Appointments that are set.
6. Develop product, warranty and financing knowledge.
7. Promote and administer company customer incentive and marketing programs.
8. Participate in weekly training meetings.
9. Establish and maintain long-term customer and vendor relationships.
10. Meet/exceed performance expectations and complete work within the required time frames.

Additional Job Functions:

1. Supports the mission and vision of Midtown Motor Company and demonstrates excellent customer service at all times.
2. Understands and is committed to helping Midtown Motor Company achieve its goals.
3. Must use appropriate safety equipment and procedures at all times; must immediately report all unsafe conditions to supervisors; must be familiar with all safety features of equipment, tools or materials encompassed by job duties; and must check with supervisors (prior to job performance) if there is a question as to the safe procedure to be used for any job function.
4. Demonstrates ethical behavior as expected by our customers and vendors. Understands the



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personal obligation to report any activity that appears to violate applicable laws, rules and regulations.

5. Completes other duties as assigned.

Required Minimum Education and Experience:

High School Diploma or GED and minimum 1 year experience in sales, marketing and/or customer service OR an Associate's Degree.

Preferred Experience:

One to three years previous related experience in sales, marketing and/or customer service with progressively more responsible work experience. Positive work history.

Skills:

- General concept of sales and marketing.
- Must be driven, self-motivated and challenge seeking.
- Must be able to identify clients and build and maintain long-term relationships.
- Project a professional company image through positive phone and personal interaction.
- Good customer service skills with the ability to diffuse difficult customers.
- Ability to resolve routine problems and questions independently.
- Self-motivated with the ability to pay close attention to details and use time effectively and efficiently.
- Must be able to work well individually and within a team environment.
- Ability to work effectively in a fast-paced environment.
- Strong follow-up and problem resolution skills.
- Excellent oral/verbal communication, listening and telephone skills.
- Strong PC, social networking and internet skills.

Minimum License and Certificates Required:

N/A

Reporting Relationships:

Supervised By: General Sales Manager

Supervision Of: N/A



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The incumbent must fulfill the performance standards of this position and comply with the policies, rules and procedures.

This job description is intended to describe the general nature and work responsibilities of this position. The job description and duties of this position are subject to change, modification and supplementation as deemed necessary by Midtown Motor Company. Employees are required to comply with supervisory instructions and to perform other job duties, responsibilities and assignments requested by supervisors, managers and administration.

This job description does not constitute any employment contract between Midtown Motor Company and any employee.

I acknowledge that I have received a copy of this job description and understand that it is my responsibility to read and comprehend it. I understand that this job description may be used as a tool to evaluate my job performance. If I have any questions about this job description or my job duties, I understand that I should ask my supervisor.

Employee's Signature
Employee's SSN#: _____

Date

Supervisor's Signature

Date

Third Signature (if required)

Date