

BUSINESS DEVELOPMENT COORDINATOR



Functions

- Customer Relations
- Administration
- Sales/Marketing and Service Knowledge
- Maintenance of Product and Industry Knowledge
- Interdepartmental Relations

Competencies

- Adaptability
- Telephone Skills
- Customer Enthusiasm
- Initiative
- Organizing and Planning
- Teamwork
- Detail Oriented
- Communication
- Computer system capability

Reports to: Business Development Manager

What the Work is Like

The work of the Business Development Coordinator:

- Make contacts to schedule regular maintenance, recalls and preventive services
- Up selling and providing information on services to customers
- After service care follow-up call to ensure customer completely satisfied
- Learn how customer defines value and design a personalized contact strategy
- Multi-channel communication with customer: contact via email, phone, website, wireless device, fax, traditional mail or in dealership
- Contact leads from all touch points: GMinforNET, showroom, website, PBS – Dealersocket, etc. and set appointments
- Administrative support for all correspondence; promotions, community events, mailers, service notification, birthday letters, etc.
- Lease/retail retention activities for all customers based on contact standards
- Respond to inbound customer requests and questions
- Update customer and vehicle information during every contact
- Termination reports to GM to remove old vehicle and update customer file
- Address or escalate any potential issues identified by customer

Work Orientation Factors

- Contact with customers from a variety of backgrounds
- Constant interruptions
- Much contact with people in all dealership departments
- Is focused on the process of understanding and meeting customer needs

BUSINESS DEVELOPMENT COORDINATOR



Position Summary

The Business Development Coordinator:

- Basic knowledge of automotive systems, prices, models, series, options, and other variations of the manufacturer's products
- Demonstrate sensitivity toward customers and strong interest in exceeding customers' expectations
- Is capable of addressing customer hesitation and resistance
- Present positive image of dealership in mode of dress and helpful, friendly attitude
- Works with all departments in the dealership and monitors daily CRM activities

What the Worker is Like

The Business Development Coordinator:

- Is a decisive person who is genuinely customer-oriented and has the ability to readily establish rapport with customers
- Project a professional company image through telephone interaction and written communication
- Must have strong organizational skills and is an accomplished self-manager when it comes to using time productively
- Well developed team member skills
- Working knowledge of computerized software systems
- Well developed customer service and telephone skills

Business Skills Required

- Ability to converse with customers to discuss needs and direct appropriately within the dealership
- Ability to effectively relate to customers of all backgrounds, establish rapport and focus on customer enthusiasm
- Knowledge of telephone/e-mail techniques and etiquette
- Knowledge of sales/service procedures, processes, and follow-up
- Basic knowledge of company products (prices, models, series, options, warranties, vehicle maintenance, colors, standard equipment, specifications)