



Auto World South Africa (Pty) Ltd

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P.O. Box 42236, Fordsburg, 2033

Johannesburg, South Africa

JOB DESCRIPTION

Job Title: Sales Representative
Location: Johannesburg, Durban, Cape Town, Bloemfontein, Pretoria, Polokwane
Company: Auto World South Africa (Pty) Ltd
Reporting to: Head of Marketing & Sales

About Us:

Auto World South Africa (Pty) Ltd is an importer and marketer of a basket of premium automotive aftermarket brands, offering a range of high-quality products to automotive consumers that include professional repair shops, fitment centres or DIY mechanics through a network of wholesalers and retailers. We take pride in delivering solutions that meet the needs of the automotive industry. As part of our ongoing growth, we are seeking a motivated and dynamic Sales Representative to join our team.

Position Overview:

As a Sales Representative at Auto World South Africa (Pty) Ltd, you will play a pivotal role in promoting and selling a diverse range of automotive aftermarket brands. Your primary responsibility will be to identify and develop new business opportunities, maintain, and expand existing customer relationships, and achieve or exceed sales targets. The successful candidate will possess exceptional interpersonal skills, a strong understanding of the automotive aftermarket industry, and the ability to thrive in a competitive market.

Key Responsibilities:

- **Prospect and Acquire New Customers:** Identify potential customers in the automotive aftermarket sector, establish contact, and present our range of products. Build a robust sales pipeline by actively seeking new leads and opportunities.
- **Maintain and Grow Customer Relationships:** Cultivate and nurture strong relationships with existing customers, addressing their needs and ensuring their satisfaction. Offer exceptional customer support to maintain long-term loyalty.
- **Product Knowledge:** Develop an in-depth understanding of the various automotive aftermarket brands in our portfolio. Stay updated on industry trends and technological advancements to provide informed recommendations to customers.
- **Sales Target Achievement:** Consistently meet or exceed sales targets and objectives, driving revenue growth for the company.
- **Market Research:** Keep an eye on market trends, competitor activities, and emerging opportunities. Provide regular feedback to management on market conditions and customer preferences.
- **Product Presentations:** Conduct product presentations and demonstrations to potential and existing customers, highlighting the features and benefits of our automotive aftermarket brands.

- **Sales Promotions:** Organize and conduct regular sales promotions and marketing campaigns in point of sale as well as end-user groups.
- **Negotiation and Closing Deals:** Negotiate pricing, terms, and agreements with customers, ensuring mutually beneficial outcomes. Close deals efficiently and professionally.
- **Sales Reporting:** Maintain accurate and up-to-date sales records, customer information, and other relevant data. Prepare sales reports and forecasts for management.
- **Collaboration:** Work closely with the sales team, marketing, and other departments to ensure a unified approach to sales and customer satisfaction.
- **Travel:** Travel to meet clients, attend industry events, trade shows, and exhibitions as necessary to build relationships and promote our products.

Qualifications & Requirements:

- Proven track record in sales, with at least 5 years of experience in the automotive aftermarket sector.
- Strong understanding of automotive aftermarket products, brands, and industry trends.
- Excellent communication and interpersonal skills.
- Self-motivated, goal-oriented, and capable of working independently.
- Proficiency in CRM software and sales tools.
- Willingness to travel as needed.
- Valid driver's license and access to a vehicle for client visits.
- Minimum of a Matric Certificate or a relevant post graduate degree is preferred.

Benefits:

Competitive base salary and commission structure.

Health and retirement benefits.

Ongoing training and professional development opportunities.

Car allowance/Reimbursement for work-related travel.

How to Apply:

If you are a results-oriented and passionate sales professional with a deep understanding of the automotive aftermarket industry, we encourage you to apply for this exciting opportunity. Please send your resume and a cover letter detailing your relevant experience to HR@autoworldsa.com or visit www.autoworldsa.com/careers

Auto World South Africa (Pty) Ltd is an equal opportunity employer and welcomes candidates of all backgrounds to apply. We look forward to hearing from you and potentially having you as a valuable addition to our team.