



GENIUS

HUMAN RESOURCE CONSULTING

National Manager Parts,
Clothing, Accessories
(all genders)

International Vehicle Manufacturer
Frankfurt area



Genius Consulting GmbH is an independent management and outplacement consultancy which specialises in filling management positions and supporting career transition processes of performance driven candidates. Founded in 2009, the Genius Consulting GmbH associates have succeeded in becoming reliable partners for the automotive industry, mechanical and plant engineering industry, reputable companies in the field of information technology, consulting firms as well as innovative start-ups.

By combining tried and tested search strategies with innovative recruitment tools together with our comprehensive candidate network, we offer you maximum efficiency during the search process. We deliver results, not reports!

Our client is an iconic Motorcycle brand.
To start as soon as possible, we are looking for YOU as a new

National Manager Parts, Clothing & Accessories (all genders)

MAIN PURPOSE

- Leading the German PCA team and reporting directly to the Germany General Manager, this role will entail working within the market subsidiary and its dealer network.
- **You will be the market Aftersales lead and dealer network go to, with responsibility to deliver the client's Aftersales functions across products, services and customer programmes throughout Germany and Austria.**
- Always ensuring that our client continuously develops growth within a profitable dealer network, exceed operational KPIs, maximise sales revenues and continue our record progression in exceptional customer experiences.

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DUTIES AND RESPONSIBILITIES

- Development and delivery of commercially viable, bespoke and effective campaigns associated to aftersales to drive, customer retention, genuine product buying loyalty, sales revenues and margins in line with set objectives and which also support retail motorcycle sales via the Aftersales function via a profitable dealer network.
- Provide clear, accurate and concise market communications to support programmes and processes.
- Proactively promote and update your internal team in regard to the performance of Aftersales and strategic direction.
- To develop or launch an appropriate suite of programmes in market which include but are not exclusive to:
 - Dealer Aftersales Profitability
 - Sell Out & Go To Market Campaigns
 - Retail Visual Merchandising
 - Workshop Pack / Buying Loyalty
 - Service Plan
 - Extended Warranty
 - Customer Experience
 - Dealer Standards – Aftersales
 - Core Inventory Management
 - Accessories Planogram
 - Clothing Collections & Forward Order
- Ensure that all programmes align with core product and brand positioning and embrace new technologies and innovations.
- Develop a measurement and reporting mechanism / KPI dashboard that allows constant scrutiny of the performance of each programme.
- Accurately implement and monitor dealer product stock holding via the interrogation of the Aftersales Management Platform and report findings to business stakeholders with recommended actions.
- Ensure that all appropriate compliance, local legislative processes are rigorously followed.
- Plan and control budgets in line with guidelines and budgeting procedures.
- Liaise with key external partners and suppliers in order to ensure that a performance is being achieved in line with the strategic goals.
- Proactively review and monitor dedicated Key Performance Indicators and provide plans, strategic direction to achieve, exceed objectives.
- Develop and deliver in market programmes to drive commercial performance to achieve annual budgets.
- Manage factory relationship to ensure effective communication, support and alignment to achieve results.

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- Responsible for the development of the aftersales capability and profitability of the German & Austrian network.
 - Manage and support retailer annual Aftersales targets and objectives.
 - Customer centric sales and market exploitation in all Service & Parts areas through the development and deployment of retailer and customer facing training and consumer offer programmes.
 - Oversee warranty department activities including customer letters & calls, service bulletins and warranty credit, claim rate management.
 - Implement and drive Aftersales and Accessory core service process training and support.
 - Optimise dealer accessory planogram participation and retail experience via visual merchandising.
 - Develop a plan for dealers to update on a regular basis to improve Parts, Clothing and Accessories retail capacity including new product launch events, end of season sales etc.
 - Proactively support dealer stocking levels, implementing standards, terms and conditions, and ordering processes which include sell out strategies to support dealer stock turn.
 - Ensure internal team development programmes are implemented to increase team diversity.
- Ensure accessories & clothing product range is presented at national and regional motorshows.
 - To undertake and assist with projects as required by your Manager.
 - Any other ad-hoc duties as required by your Manager.
 - Excellent working knowledge of latest market practices and benchmarking how other organisations do similar things in order to achieve improved processes, services and products.
 - Awareness of our client's brand proposition and how they use these to create maximum visibility in the market place.
 - Strong track record of organising and co-ordinating a range of planning, budgeting and reporting activities with varying deadlines.
 - Proven experience of using analytical skills to translate high level forecasts into real, detailed build requirements.
 - Experience of managing, mentoring and coaching junior staff, including setting workloads and reviewing their performance on a regular basis.
 - Proven experience of achieving results in a team environment and managing customer expectations appropriately.
 - Proven track record of developing and implementing change.

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PROFILE

- 5+ years of work experience with focus on Aftersales within the motorcycle/automotive-industry
- Academic degree
- English/German: business fluent
- Good methodical competence by having the ability to be concise, direct to the point and pragmatic
- Knowledge and expertise in project management
- Excellent communication and judgement skills
- Excellent analytical skills and a high level of numeracy
- Sound knowledge of MS-Office (**Excel in particular**)
- High ethical standards of honesty and integrity

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