

# TOP COMPANIES TO SELL FOR THE BB GROUP

**Q Please give a general overview of the products your sales team sells?**

**A** The BB Group and Global Motor Dealers are part of the motor retail industry and we specialise in new vehicles, pre-owned vehicles, parts and servicing of motor vehicles. Our group consists of 17 dealerships, including Nissan, Ford, Mazda, Renault, Honda, Suzuki, GWM and Trucks.

**Q How would you describe the type of sale made by your sales team?**

**A** Our sales teams sell new and pre-owned vehicles whilst the parts teams specialise in genuine parts. The service teams are experts in servicing vehicles according to manufacturer standards. Our finance and insurance managers will provide the necessary advice to any prospective buyer in terms of finance options etc.

**Q Who does your sales people typically sell to?**

**A** Our sales teams are experts in determining the needs of all potential clients that qualify to drive a vehicle and can offer advice to a first time buyer, families looking for the perfect car, fleets and companies looking for low maintenance options, customers with a limited budget and also customers who are looking for that special once in a life time car.

**Q What is the average length of a sales cycle in your business?**

**A** Closing a deal is all about knowing what the customer wants and needs in his new or pre-owned car, so we focus a lot of our training efforts on qualifying. If a buyer is correctly qualified a trained sales executive can take as little as 24 hours from qualifying to delivering a vehicle to the buyer. We never rush the process though, as we want the entire experience to be a memorable one. This is the beginning of a long term

relationship between the sales executive and the customer.

**Q Describe your company's ongoing sales training methods.**

**A** We provide in-house training to our staff on sales techniques that are unique to our group. We also make use of the training provided by the various vehicle manufacturers. On the job training forms a major part of building confidence to ensure that our staff can close a deal.

**Q Describe your company's sales culture?**

**A** Our approach is a structured approach, we believe in giving our staff the framework to be successful, but we also encourage them to view themselves as a business entity within our structure. We want them to think and act like business owners.

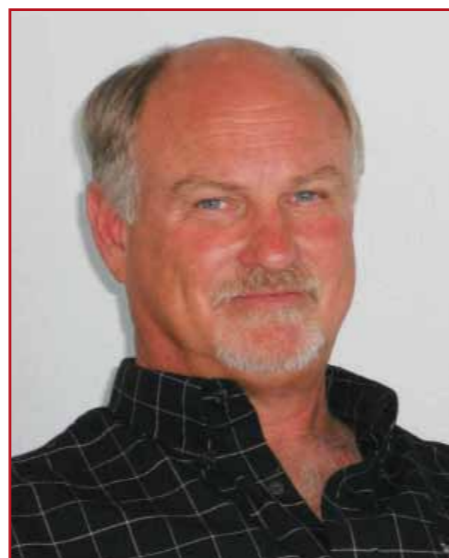
**Q Describe the sales management style and culture?**

**A** Our managers are expected to mentor, support and guide their teams. We are strict in terms of policies and procedures and risk management. We believe in empowering our people in an effort to get the job done.

**Q What can newly-recruited junior salespeople in your organisation expect as remuneration?**

**A** Our company operates within the framework of the industry in terms of our remuneration. We offer a basic salary, commission, medical aid, birthday bonus and pension fund. Sales people earning commission are basically in control of their own pay cheque!

**Q What are the minimum requirements for a new sales candidate wanting to apply for a vacancy?**



ARNOLD DU PLESSIS  
CEO: BB GROUP

**A** We believe that a person with a solid social network and ambition to succeed can be a good sales person. It is always advantageous to have some experience in sales – people with sales experience are more confident.

**Q What is the potential career path for top sales performers in your business?**

**A** As a privately owned company we prefer to promote within and if you keep in mind that we have 17 dealerships within our group, the scope is endless for any top performer.

**Q What is the best piece of advice you would give to a new salesperson joining your organisation?**

**A** Customers buy from people that they like and trust and I would encourage new recruits to build relationships and get involved in their community. Get your name out there by being part of your community. And most importantly love what you do, sales is a passion for your product, your personal service to your customer, and the company you work for.

10  
BRANDS

17  
DEALERS

∞  
POSSIBILITIES

TEAM

JOIN THE LARGEST PRIVATELY OWNED MOTOR GROUP IN SOUTH AFRICA AND CLIMB THE LADDER TO SUCCESS.



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