

JOB DESCRIPTION

EV Showroom Manager

Company: Satviga Solutions Pvt. Ltd. **Location:** Odisha

Department: EV Retail Sales & Customer Experience **Reporting To:** Head – EV Business / CEO

Employment Type: Full-Time **Experience:** 3–8 years **Industry:** Electric Vehicles / Automotive Retail

1. Position Summary

Satviga Solutions Pvt. Ltd. is looking for an energetic and result-oriented **EV Showroom Manager** to manage the complete operations of an electric two-wheeler showroom. The incumbent will be responsible for achieving sales targets, managing the showroom team, generating and converting leads, ensuring excellent customer experience, coordinating test rides, vehicle delivery, finance/insurance support, registration and post-sales engagement.

The Showroom Manager will act as the **business owner of the assigned showroom**, with accountability for revenue, retail sales, enquiry conversion, customer satisfaction, inventory, accessories, finance/insurance coordination, test rides, delivery quality and showroom discipline.

2. Key Responsibilities

A. Showroom Business & Sales Management

- Own the showroom's monthly, quarterly and annual sales targets.
- Develop and execute local sales plans to achieve retail volumes and revenue targets.
- Monitor daily footfall, enquiries, test rides, bookings, retail conversions, cancellations and deliveries.
- Maintain a strong sales funnel and ensure timely follow-up of every qualified lead.
- Drive conversion from enquiry → test ride → booking → finance → registration → delivery.
- Analyse competitor products, pricing, offers and customer preferences in the local market.
- Identify new opportunities through corporate sales, institutional customers, local businesses, societies and community outreach.

B. Team Leadership & Performance Management

- Lead, coach and motivate Sales Executives, Customer Relationship Executives, Delivery/Support staff and other showroom personnel.
- Set individual KRAs/KPIs and daily activity targets.
- Conduct daily morning huddles and periodic performance reviews.
- Train the team on product knowledge, EV technology, sales process, objection handling and customer experience.
- Monitor attendance, discipline, grooming, customer handling and productivity.
- Develop a high-performance, customer-centric showroom culture.

C. Customer Acquisition & Lead Management

- Ensure all walk-in, digital, telephonic, referral and campaign leads are recorded and tracked.
- Implement systematic follow-up through CRM/lead management tools.
- Ensure no qualified lead remains unattended or without a defined next action.
- Develop referral programmes and local customer networks.
- Monitor lead source-wise conversion and optimise marketing efforts.

D. EV Product Demonstration & Test Ride

- Ensure the sales team provides accurate demonstrations of Satviga electric scooters and their features.

- Explain battery technology, range, charging, performance, warranty, maintenance, running cost and safety features accurately.
- Ensure safe and controlled test rides with appropriate customer verification and safety procedures.
- Collect test-ride feedback and convert customer objections into actionable sales opportunities.
- Never make unauthorised commitments regarding range, subsidy, warranty or product performance.

E. Booking, Finance & Insurance Coordination

- Coordinate customer bookings, payment schedules and documentation.
- Support customers in availing vehicle finance through approved financial partners.
- Coordinate insurance documentation and policy issuance.
- Ensure KYC and required customer documents are complete and accurate.
- Coordinate with Finance/Accounts for payment confirmation and outstanding amounts.
- Maintain accurate booking and cancellation records.

F. Vehicle Registration & Delivery

- Coordinate vehicle registration/RTO-related documentation through approved processes.
- Ensure vehicle documentation, invoice, insurance, registration and customer records are complete before delivery.
- Conduct professional vehicle handover and explain basic operation, charging, safety and maintenance.
- Ensure every delivery includes a proper delivery checklist and customer acknowledgement.
- Maintain delivery quality and customer satisfaction.

G. Inventory & Vehicle Stock Management

- Maintain accurate showroom and test-ride vehicle inventory.
- Coordinate with the central warehouse/logistics team for replenishment.
- Monitor vehicle ageing and ensure timely liquidation of ageing stock through approved commercial actions.
- Ensure VIN/chassis/motor/vehicle records are accurately maintained.
- Control showroom accessories, spare parts and promotional materials.
- Conduct periodic physical stock verification and reconcile discrepancies.

H. Showroom Operations & Visual Standards

- Maintain showroom cleanliness, branding, lighting, product display and merchandising standards.
- Ensure all vehicles on display are clean, charged and operational.
- Maintain product information, price lists, brochures and promotional materials.
- Ensure customer lounge, reception and test-ride areas are maintained to Satviga standards.
- Ensure all statutory and safety requirements applicable to showroom operations are followed.

I. Customer Experience & CRM

- Own the complete customer experience from first enquiry through post-delivery engagement.
- Handle customer complaints and escalate technical/service issues to the appropriate team.
- Track customer satisfaction, reviews, referrals and repeat business.
- Ensure timely follow-up after delivery to identify concerns and generate referrals.
- Develop strong relationships with customers and local EV communities.

J. Service & After-Sales Coordination

- Coordinate with the Service Centre/Service Engineer for customer complaints, preventive maintenance and warranty matters.
- Ensure service appointments are scheduled and customers receive timely updates.
- Track unresolved complaints until closure.
- Coordinate warranty claims and technical escalation with the Service/Technical team.
- Use customer feedback to improve showroom sales and product experience.

K. Local Marketing & Business Development

- Plan local activities such as roadshows, EV awareness campaigns, society visits, corporate presentations, test-ride camps and referral events.
- Build relationships with local institutions, corporates, housing societies, delivery partners and community organisations.
- Coordinate with the marketing team for digital and offline campaigns.
- Measure campaign leads, test rides, bookings and sales generated.

L. MIS & Commercial Control

- Submit daily sales and showroom performance reports.
- Maintain MIS covering leads, conversions, bookings, deliveries, stock, finance, insurance, cancellations and customer complaints.
- Monitor discounts and commercial schemes within approved authority.
- Ensure cash/collection processes are followed strictly.
- Maintain accurate showroom documentation and prevent commercial leakage.

3. Key KPIs

- Monthly retail sales achievement.
- Lead-to-test-ride conversion.
- Test-ride-to-booking conversion.
- Booking-to-retail conversion.
- Monthly revenue and gross contribution.
- Finance and insurance penetration.
- Average response/follow-up time for leads.
- Customer satisfaction / NPS / review score.
- Vehicle inventory ageing and stock accuracy.
- Delivery TAT and first-time-right documentation.
- Complaint closure within defined SLA.
- Employee productivity and showroom discipline.

4. Educational Qualification

- **Essential:** Graduate in any discipline.
- **Preferred:** MBA/PGDM in Sales & Marketing, Business Management or Automobile/EV-related qualification.

5. Experience

- **Essential:** 3–8 years of experience in automobile/EV two-wheeler retail sales or showroom management.
- **Preferred:** Experience managing an electric two-wheeler showroom with a proven track record of target achievement.

- Candidates from established automotive dealerships, EV OEMs or high-volume two-wheeler dealerships will be preferred.

6. Technical & Product Competencies

- Strong understanding of electric two-wheelers and their major systems.
- Basic understanding of battery, BMS, motor, controller, charger and charging requirements.
- Ability to explain EV range, charging, running cost, warranty and maintenance in simple customer-friendly language.
- Working knowledge of CRM, MS Excel and dealership/showroom management systems.
- Basic understanding of vehicle finance, insurance, registration and delivery processes.

7. Leadership & Behavioural Competencies

- Strong sales orientation and ownership.
- Excellent customer handling and communication skills.
- Team leadership and coaching capability.
- Negotiation and objection-handling skills.
- Commercial awareness and numerical ability.
- High integrity and discipline.
- Problem-solving and decision-making ability.
- Ability to work under aggressive sales targets.
- Strong local market networking capability.

8. Local Market Development

- The Showroom Manager will be responsible for developing the catchment area around the showroom.
- Build local networks with dealers, influencers, mechanics, electricians, housing societies, corporates, institutions and EV users.
- Identify potential satellite sales points, referral partners and local events.
- Develop a structured monthly local marketing calendar in consultation with the central sales/marketing team.

9. 90-Day Performance Mandate

- Understand Satviga products, pricing, processes and customer proposition.
- Build and clean the showroom lead database.
- Establish daily sales and conversion dashboards.
- Develop local referral and institutional networks.
- Achieve agreed monthly sales targets.
- Establish a disciplined test-ride and follow-up process.
- Ensure showroom stock, display and customer experience standards are fully implemented.
- Create a strong pipeline for the following quarter.

10. Authority & Accountability

- Responsible for day-to-day showroom operations within approved policies.
- Recommend discounts and commercial support within delegated authority.
- Assign sales leads and daily activities to team members.
- Escalate stock, quality, customer, finance and service issues to management.

- Accountable for showroom revenue, customer experience, stock accuracy and team performance.

11. Preferred Candidate Profile

- The ideal candidate should be a **hands-on automotive/EV retail leader** who can personally drive sales, coach the team, manage customers, analyse the sales funnel and maintain showroom discipline.
- Experience in launching a new EV brand/showroom, building a local customer base and achieving targets in a competitive market will be a strong advantage.

12. Reporting Structure

- **Head – EV Business / CEO** → EV Showroom Manager → Sales Executives / CRM Executive / Delivery & Showroom Support.
- Cross-functional interfaces: Marketing, Finance, Service, Spare Parts, Logistics, Product/Technical, OEM and RTO/registration support teams.

13. Performance Incentive

- Fixed salary plus performance-linked incentive.
- Incentive may be linked to monthly retail sales, gross contribution, conversion ratio, finance/insurance penetration, customer satisfaction and collection quality.
- Additional launch/achievement incentives may be introduced for new showroom opening and milestone achievements as per Satviga's approved policy.

14. Critical Success Factor

- The Showroom Manager must be capable of building the showroom into a **profitable, customer-centric EV retail centre** and independently managing the complete retail cycle from **Lead** → **Demonstration** → **Test Ride** → **Booking** → **Finance/Insurance** → **Registration** → **Delivery** → **Customer Relationship** → **Referral/Repeat Business**.

15. Candidate Screening – Mandatory

- Demonstrated experience in automobile/EV showroom sales management.
- Track record of achieving or exceeding retail sales targets.
- Strong team-handling experience.
- Hands-on experience in lead management, test rides, booking and vehicle delivery.
- Ability to provide verifiable previous sales performance and team size handled.

Approved / Issued By:

CEO

Satviga Solutions Pvt. Ltd.