

## Sales Coordinator Responsibilities

**Purpose** The Sales Coordinator ensures that the Sales Team is set up for success every morning and supported throughout the day.

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**Primary Responsibilities** The Sales Coordinator's primary responsibilities are:

- 3 Phase CES
- Earn the Visit

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**Associated Responsibilities** The Sales Coordinator also has these associated responsibilities:

**Morning Set Up:**

- Briefs team on daily game plan during morning huddle covering: Greeter, Salespersons, spike in demand, phones, lunch plan, etc.  
**Note:** Sales Coordinator is last on phones.
- Make sure Air Station is set up and started for the day.
- Make sure your team has a clear game plan to determine who clicks customers off the list and when.

**Appointments:**

- Reviews appointments for the day or following day to confirm product is on hand.
- Provides hourly printed updates on appointments to Greeter.
- Follows up on late or missed appointments and reschedules.

**Special Orders:**

- Reviews layaways and quotes.
- Confirms that all customer product has been taken care of.
- Follows up on any orders that have not arrived when expected.
- Works with customers to reschedule appointments in the event there are delivery delays (e.g., weather- or vendor-related delivery delays).

**Orders:**

- Reviews and contacts web orders and BOPIS orders.
- Keys tires and contacts customers to set up appointments.

**Employee Development:**

- Provides mentorship and coaching.

**Other:**

- Assists Greeter to make sure no customers/cars get lost in the shuffle.
  - Cleans showroom to maintain COVID regulations.
  - Updates tire promotions with current rebate forms weekly.
  - Monitors daily Desktop MIM (SAP) for outbounds.
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