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AutoVentura

SINDS 1994

“Finding the right person for the job”



GRADUATION INTERNSHIP AT AUTOVENTURA PROFESSIONAL PRODUCT 1

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1. Purpose

It was decided to design a professional product that elaborates on recommendation 1. This decision was made, because recommendation 1 can be implemented on the short-term and the assumption is that this recommendation will have the most impact and is also very important for the development of the brand awareness for AutoVentura.

The implementation of this professional product is not done immediately. This is because, as described in the research justification, other steps have to be taken first, to guarantee the success of recommendation 1. To begin with, AutoVentura has to analyse their customer base and find all the potential clients. After that, the salesperson that has a relationship with the client has to get in touch with them. The salesperson should be interested in the firm of the client and the needs that come with it. Only after carefully analysing this data the possibility of leasing corporate cars at AutoVentura should be brought up. Exactly at this point the account manager comes in. He should be introduced to the client, and it should be explained that this person has the best knowledge to advise the client in all the possibilities. From this point on the client becomes part of the customer base that the account manager must manage.

The account manager becomes the contact point for the corporate clients. Next to this, the account manager is also the contact person for the leasing company Vision Car Lease. Via this leasing company all the leasing contracts will be set up. It is of importance that the account manager knows what he can offer the clients in coordination with Vision Car Lease.

The account manager earns his money back by generating sales and by generating customers for the workshop. Both these indicators are measurable. Another indicator is the brand awareness.

Lastly, the question remains why an account manager is actually needed and why the salespersons could not just do these tasks. The answer to this question is that this is a 40-hour job. These 40 hours are made up of all the work activities mentioned in chapter 3.3.

The job vacancy can be found in appendix A.

2. SAFe Criteria

To evaluate the strategic option the SAFe model is used.

2.1. Suitability

A strategy is seen as suitable when it overcomes the difficulties that were identified and when the strategy falls in line with the goals the business wants to achieve. Firstly, it was identified that AutoVentura wants to create more brand awareness. Secondly, the assumption was made that increasing the brand awareness can be achieved by fleet sales. After that, it was found out that fleet sales can be achieved in the most effective way by building customer relationship. Next to that, it was identified that the tasks that come with it, exceed the capabilities of the salesperson. So, by hiring an account manager AutoVentura overcomes this difficulty and it is a step forward to more brand awareness (goal).

2.2. Acceptability

The acceptability of a strategy can be measured by the reaction of the stakeholders. A conversation with the managing director and the marketing manager pointed out that the strategy chosen is preferred. However, both mentioned that the other steps that have to be taken first, have to be done properly, before launching the job vacancy. If the first steps (finding target customers) are not successful, then an account manager is not needed on the short term.

2.3. Feasibility

To define the feasibility of this strategy a look has been taken into the costs and possible scenarios. For the costs it had been compared to previous job vacancies that were launched by AutoVentura. On the websites “ZeelandNet” and “Nationale Vacaturebank” posting a vacancy is free. Also, a vacancy on LinkedIn is free, when it is not promoted. Next to that, posting a vacancy on Facebook and Instagram and promote it, costs around 50 to 100 euros (target group segmentation based on age and region). Furthermore, “Zeeuwse Vacature Bode” is an offline and online newspaper for job vacancies. Posting a vacancy costs 440 euros (1/4 page), 805 euros (1/2 page) or 1 520 euros (1/1 page).

If AutoVentura decides to launch the job vacancy three scenarios can be identified. In the **base-case scenario**, a few applications come in. The number of applicants is not as high as hoped for, it can even be said that for the number of applicants less money could have been invested. However, one of the applicants is seen as suitable and hired. In the **worst-case scenario**, no applications come in or a few applications come in, but none of the applicants is suitable. In this scenario the money invested is lost. In the **best-case scenario**, a lot of

applications come in and the number of applicants even outweighs the money invested. The perfect candidate is found.

3. Translation of the job vacancy

The job vacancy is in Dutch as the target group is Dutch speaking. A translation of the vacancy can be found below.

3.1. Job Description

You work closely together with your colleagues in the sales department. Together you will discuss which of our current customers will be approached. Together you will design a roadmap to determine how the customer can be optimally approached.

Together with your colleagues, you are the face of AutoVentura. You will be the point of contact for our business customers. Besides our beautiful Jaguars and Land Rovers we also offer other premium brands such as Mercedes, Volvo, Audi, BMW, Porsche etc.

3.2. What we expect from you

At AutoVentura we want to take care of our customers. You play an important role in this for our business customers. As the first point of contact you take care of the process from A to Z.

You have an affinity with the automotive industry. Communication skills and an honest proactive attitude are your first priority. You can switch quickly, work accurately and stand firmly in your shoes.

3.3. The work includes

- Manage current customer portfolio
- Develop and implement sales strategies
- Analyse achieved results
- Administrative processing including processing emails, quotations, orders and contracts
- Maintaining customer contact / relationship management
- Attending network meetings

3.4. What we ask of you

- Minimum of HBO (professional higher education) level
- At least 2 years of experience as an account manager in the field, where both relationship management and acquisition belonged to your responsibilities
- Experience with leasing and/or the automotive industry is a plus
- 40 hours p / w available and living in the region of Goes

3.5. What we offer

- An attractive salary based on experience
- A pleasant atmosphere and great team
- Varied job with plenty of room for own initiative

3.6. Why work at AutoVentura?

With us, every employee is a full member of the AutoVentura family. After all, everything revolves around the strength of the team. Our challenge is to turn our customers into ambassadors. Every day we make just that little bit of difference to distinguish ourselves from other car companies.

3.7. Interested?

Then email your motivation and resume to: personeelszaken@autoventura.nl

Appendix A: Job vacancy - Account Manager



Ter uitbreiding van ons team:

Accountmanager Fleetsales

AutoVentura, Service dealer van Jaguar, Land Rover.

Functieomschrijving

Je werkt nauw samen met je collega's van de sales afdeling. Samen overleggen jullie wie van onze huidige klanten benaderd wordt. Gezamenlijk ontwerpen jullie een stappenplan om te bepalen hoe de klant optimaal benaderd kan worden.

Samen met je collega's vormen jullie het gezicht van AutoVentura. Jij wordt het aanspreekpunt van onze zakelijke klanten. Naast onze prachtige Jaguars en Land Rovers bieden wij ook andere premium merken aan, zoals Mercedes, Volvo, Audi, BMW, Porsche etc.

Wat verwachten wij van jou

Bij AutoVentura willen wij graag de klant geheel ontzorgen. Jij speelt daarin voor onze zakelijke klanten een belangrijke rol. Als eerste aanspreekpunt verzorg jij het traject van A tot Z.

Je hebt affiniteit met de automotive branche. Communicatieve vaardigheden en een eerlijke pro actieve houding staan bij jou voorop. Je kunt snel schakelen, werkt accuraat en staat stevig in je schoenen.

De werkzaamheden bestaan o.a. uit

- Beheren huidige klantenportefeuille
- Ontwikkelen en uitzetten van verkoopstrategieën
- Analyseren van behaalde resultaten
- Administratieve afhandeling waaronder verwerking van e-mails, offertes, orders en contracten
- Behouden klantcontact / relatiebeheer
- Bijwonen van netwerkmeetings.

Wat vragen wij van jou

- Minimaal HBO werk- & denkniveau
- Minstens 2 jaar ervaring als accountmanager in de buitendienst, waarbij zowel relatiebeheer als acquisitie tot je takenpakket behoorden
- Ervaring met leasing en/of de automotive is een pré
- 40 uur p/w beschikbaar en woonachtig in regio Goes

Wat bieden wij

- Een aantrekkelijk salaris op basis van ervaring -
- Een prettige sfeer en leuk team -
- Afwisselende job met veel ruimte voor eigen initiatief. -

Waarom werken bij AutoVentura?

Elke medewerker is bij ons een volwaardig lid van de AutoVentura familie. Alles draait immers om de kracht van het team. Het is voor ons altijd de uitdaging om van onze klanten ambassadeurs te maken. Elke dag maken we gezamenlijk net dat beetje verschil om ons te kunnen onderscheiden van andere autobedrijven.

Belangstelling?

Mail dan je motivatie en cv naar:
personeelszaken@autoventura.nl

