

# Job Description: Sales Programmes Manager (MC565)



**Department:** Commercial Operations

**Job role overview:** Reporting to the Commercial Operations Director, Triumph Motorcycles is looking for a dynamic, forward-thinking Sales Operations Manager to join our Global Commercial team. This exciting new role will play a critical part in enhancing dealer development, improving operational efficiency, and driving global sales performance.

The successful candidate will manage a range of strategic programmes and commercial platforms that support sales effectiveness, customer retention, dealer recognition, and business intelligence. This is a hands-on leadership role, responsible for managing a high-performing team and delivering innovative solutions to elevate dealer capability and Triumph's premium retail experience.

**Report to:** Commercial Operations Director

**Location:** Factory 2, Hinckley

## **Duties and Responsibilities:**

### **Key Responsibilities:**

- Lead the implementation and optimisation of a new Dealer Performance Review system, enabling more effective sales visits and data-driven decision-making.
- Introduce and manage a new Dealer Star Rating System through a balanced scorecard approach.
- Identify and deliver operational improvements to increase field team effectiveness and consistency in execution.

### **Dealer Engagement & Recognition**

- Manage and evolve the Triumph 1902 Dealer Recognition Programme, celebrating top-performing dealers across key metrics.
- Design and deliver impactful dealer incentive programmes that drive sales growth and engagement.
- Oversee the dealer demo and showroom bike policy, ensuring brand consistency across retail environments.

### **Customer Retention & Recycling**

- Develop and lead customer recycling and retention strategies to maximise lifecycle value and brand loyalty.
- Work cross-functionally to ensure Triumph's CRM and data systems support effective retention initiatives.

### **Platform & Systems Management**

- Lead the development and commercial integration of the Aftersales Management Platform (AMP) to support service excellence.
- Drive the evolution of the Triumph Online System, improving functionality and usability for internal and dealer-facing users.
- Support business efficiency through increased automation and digital tools in commercial operations.

### **Market Intelligence & Insights**

- Gather and analyse dealer and market intelligence to support regional and global sales strategies.
- Identify trends, challenges, and opportunities to inform continuous improvement across sales programmes and dealer initiatives.

## Person Specification: Sales Programmes Manager (MC565)



	Essential	Desirable
<b>Qualifications and Attainments</b> <b>Professional Experience and Skills</b>	<p>Maths and English GCSE grade C or above.</p>	
	<p>Experience in sales operations, commercial programme management within the motorcycle, automotive industry.</p> <p>Proven experience launching and managing operational tools and incentive schemes.</p> <p>Strong analytical skills with the ability to transform data into actionable strategies.</p> <p>Experience managing cross-functional projects.</p> <p>Excellent communication and stakeholder management skills.</p> <p>Track record of managing high-impact, cross-functional initiatives with measurable success.</p> <p>Comfortable with global travel and working across diverse markets and cultures.</p> <p>Aligned to the core values of Triumph Motorcycles</p>	<p>Previous experience of working within an automotive /manufacturing environment.</p>
<b>Personality and Motivation</b>	<p>Innovative and proactive with a passion for continuous improvement.</p> <p>Commercially savvy and results-driven, with a strong understanding of premium retail expectations.</p> <p>A confident team leader who inspires others and thrives in a fast-paced, evolving environment.</p> <p>Dynamic, driven, and highly focused on delivering results.</p> <p>Strategic thinker with operational precision and a hands-on leadership style.</p> <p>Excellent communicator, collaborator, and influencer at all levels of the business.</p>	<p>Passionate motorcyclist with a strong alignment to Triumph's performance, heritage, and rider-centric values.</p>
<b>Appearance and Characteristics</b>	<p>Well presented.</p>	
<b>Circumstances</b>	<p>Able to be flexible on working hours.</p>	
	<p>Passport for international travel.</p>	