

Job Description: Dealer Development Manager – UK & Ireland



Department: Sales – Triumph Motorcycles UK

Job Title: Dealer Development Manager, UK & Ireland

Reports to: General Manager

Location: Triumph Motorcycles Ltd – Harrowbrook Road, Hinckley

Role overview:

As a key member of the GB management team, the Dealer Development Manager plays a pivotal role in enhancing the Triumph customer experience across both physical and digital touchpoints. Reporting to the General Manager, the role works collaboratively with all subsidiary departments to support the development of the UK dealer network's facilities, capabilities, and overall performance. This includes ensuring alignment with Triumph's Dealer Retail Standards to drive commercial success and deliver a premium brand experience.

Duties and Responsibilities:

Network Strategy & Development

- Lead the ongoing development of the UK dealer network plan.
- Evaluate AOI (Area of Influence) effectiveness using Optinet simulations and MIS performance reviews to ensure optimal drive times and market coverage.
- Identify, assess, and appoint new dealers for both road bikes and the TF Motorcycle range, using a robust, criteria-based scorecard and business plan evaluation.

Dealer Relationship Management & Onboarding

- Manage relationships with current, incoming, outgoing, and prospective dealer partners.
- Manage the end-to-end onboarding process for new dealers, ensuring seamless integration into the Triumph network.

Performance & Intelligence

- Develop and deliver Management Intelligence tools to support performance tracking for both internal stakeholders and dealer partners.
- Maintain and evolve the Dealer Balanced Scorecard, including quarterly strategic review meetings and performance improvement planning.

Training & Capability Building

- Design and deliver a commercial training curriculum aligned with global business strategy, including face-to-face sessions and online learning for dealer staff.
- Support dealer capability development through insight tools such as Video Mystery Shop and Call Recording.

Standards & Satisfaction

- Ensure consistent achievement of Dealer Retail Standards through audits, field team collaboration, and corrective action tracking.
- Drive improvements in Customer Satisfaction Index scores by supporting field teams in identifying underperforming dealers and implementing action plans.

Events & Engagement

- Plan and execute key dealer network events including Season Launches, Stakeholder Meetings, and Dealer Immersion Events.

Budget Management

- Manage departmental expenditure in line with the agreed budget.

Person Specification: Dealer Development Manager – UK & Ireland



	Essential	Desirable
Qualifications and Attainments	Maths and English GCSE grade C or above.	Degree educated
Professional Experience and Skills	Proficient in Microsoft packages to include MS word, Powerpoint, One Note and Outlook Experience of working with a dealer network. Project management experience Knowledge of network planning tools	Previous experience of working within an automotive /manufacturing environment.
Personality and Motivation	Self-motivated and resilient. Flexible and adaptable. Able to take instruction and work under pressure. Excellent communication and influencing skills. Presentation skills	
Appearance and Characteristics	Well-presented and punctual	
Circumstances		