



General Sales Manager Job Description

Aim

The aim of this role is to grow sales and profit. This will be achieved through hands on leadership, excellent customer service, a trained, motivated professional team, delivering company standards every day and a GSM with commercial acumen that controls all aspects of the day to day business.

Key Skills

- Generates Sales and Profits
- Customer Service
- Leadership
- Systems Compliance
- Delivers Company and Health and Safety Standards
- Personnel Skills

Job Profile

Generates Sales and Profits

- Achieve and exceed company budgets in regards to Food GP, Drink GP, Wages and Controllable costs and key line profit contribution.
- Propose weekly sales and wages targets and agree with Director.
- Ensure the Daily Sales Targets and ASPH Targets are communicated to all staff
- Drive profitability through increasing sales & controlling costs whilst maintaining company operating standards.
- Ensure Management Account deadlines are met, ensuring any queries reference Audit Trails are raised within 4 days of receiving the accounts.
- Ensure all staff are service and sales trained and delivering the 12 Steps of Service.
- Control weekly wages targets and budgets using the Wages Flexing Document on a daily basis.
- Implement the Business Sales Promotional Plan to achieve/beat budget.
- Control all stocks & cash following all company procedures. Investigate and action all GP shortfalls.
- Control all Controllable Costs ensuring any expenditure is authorised by the Operations Manager/ or a Director

Customer Service

Highly visible & hands on in the restaurant at all times through service.
Ensure the correct number of staff on each shift to meet sales / customer needs.
Staff to smile and be able to interact / communicate with the guest.
Ensure that all staff sell through talking to the customer, advising on the menu, using recommendations and identifying signature dishes.
Ensure all team members and managers are product knowledge trained.
Ensure all team members and managers are dish specification/presentation trained and ensure agreed company specification is delivered each time.
Staff to be trained on the 12 Steps of Service and this delivered at all times
Deal with customer complaints politely & efficiently with the aim of ensuring the issue is resolved to the customer's satisfaction

Delivers Company and Health and Safety Standards

Deliver the company brand and kitchen standards as identified on the Brand and Kitchen Audits.
Implement and ensure the company Health & Safety Policy is met at all times
Ensure the restaurant is immaculate in appearance and cleanliness, making sure cleaning rotas are adhered to
Ensure all food & drink is served to specification.
Ensure the staff and manager dress code / appearance is adhered to
Ensure the restaurant runs smoothly on a daily basis & is adequately stocked with all necessary goods.
Promote a positive perception of the company at all times both internally & externally
Attend company meetings as requested

Systems Compliance

Ensure daily, weekly and monthly administration is to company standards and meets deadlines (Weekly P&L submitted to Finance by 10.00am each Monday).
Ensure Daily Sales sheet is submitted to Finance each day by 9.00am.
Ensure no unauthorised changes are made to company paperwork and spreadsheets.
Ensure no unauthorised changes or use of tills or computers
Results of monthly food and drink audits are to be forwarded to head office and actioned within 3 days
Carry out banking as company standard and ensure all monies secured in site and banked each day
Ensure no unauthorised suppliers and only PLOFs are used when ordering
Carry out accurate stock and cash counts on a weekly basis and as requested

Leadership

Inspire & motivate the team to achieve sales and profits
Lead by example, taking a hands on approach
Train and develop the team skills to exceed customer's expectations.
Praise and recognise good performance
Deal with poor performance through informal reprimands and where necessary the company disciplinary procedure
Pro-active in problem solving.
Can work on own initiative to deal with problems and opportunities and cascade to senior managers as is appropriate.
Communicate via team meetings, one to one meetings, training sessions, notice boards and written.
Communicate a vision of success to which the team want to be part.
Manage the day to day administration ensuring systems compliance

Personnel Skills

Trailing and recruitment of staff team members in line with company & statutory requirements.
Identify recruitment needs and agree action plan in a timely manner
Recruit a team that meet & exceed customer service standards.
Identify training needs and deliver training to drive sales and profits.
Set up, update & complete all staff personnel files within the time frames, ensuring terms and conditions and employee handbooks are signed and filed.
Deal with day to day personnel queries.
Performance review all staff / managers on an ongoing basis.
Follow company grievance and disciplinary procedures. Ensure only company statutory paperwork / letters are used.
Actively take part & assist Managers in training
Ensure all personnel information is returned to Head Office/Payroll to meet Monday 12 noon deadline.