

Job Description

INSIDE SALES & MARKETING SPECIALIST

Department: Sales Department
Reports to: Directly to AVP Sales, Dotted Line to DFS Manager
Job Level: **JL 15**
Location: Head Office

About the Job:

As TICF Canada Inside Sales and Marketing Specialist (Inside Sales hereafter) you will be responsible for supporting the Regional Sales Managers, the Dealer Financial Services Department, the, AVP Sales, and VP Sales in the execution of TICF Canada's retail sales operations, marketing, DFS program, reporting, and other duties as assigned. This role reports directly to the AVP Sales, but also has responsibilities relative to the DFS Manager. As Inside Sales you will provide front-line support to the RSM team, providing quotes, preparing and managing small ticket transactions from quoting to funding, assisting RSMs with lead generation and other outbound marketing activities. You will review available data sources to assist RSMs in identifying opportunities, targets, lost opportunities, review data to ensure accurate reporting, and support the RSM team to ensure they have data on hand to drive results with their dealers. Under the supervision of the VP Sales, you will maintain and develop TICF Canada's marketing collateral, rate bulletins, training materials, and other customer facing assets. You will maintain and update the website as well as plan a calendar of social media posts and activities which boost the online profile and brand recognition of TICF Canada. You will maintain detailed files on competitors' pricing, offers, and programs and share them with the sales teams. You will maintain the department FAQ, write procedure manuals, and other materials as needed. You will support the AVP Sales and VP Sales with other projects and assignments as needed. Finally, you will represent TICF Canada in accordance with Toyota's code of conduct and values.

What You'll Do:

- **Retail Program Support (50%)**
 - Support RSMs by providing quotes, drafting proposals, customer/dealer support, troubleshooting, and other customer and dealer contact as needed.
 - You will manage small ticket files as assigned by RSMs from quoting to funding.
 - You will monitor and report on the activities of the sales team including all steps of the sales funnel and credit to cash cycle.
 - You may be called upon to attend dealer and customer meetings and events, trade shows, etc.
 - Process lease transfer/refinancing requests.
 - Monitor and action post funding items.
 - Monitor, clean up, and report on the sales pipeline in aspire
 - Participate in quarterly meetings with dealers, keep minutes, and help the RSMs drive the agenda for progress.

- **Dealer Financial Services (15%)**
 - Assist DFS manager in daily operations of the DFS department including processing invoices, billings, reporting, statements to dealers, administering incentive programs, assisting with department accounting, preparing DFS credit files, etc.
 - Assist DFS manager in training and upgrading DFS skills in other personnel.
 - Assist RSMs with soliciting and marketing DFS services to program dealers.

- Assist with generating proposals and managing deals through the quoting, proposal, documentation, and onboarding process.

- **Marketing (15%)**
 - Assist in generating and updating bulletins, program documents, marketing collateral, point of sale materials, etc.
 - Work with RSMs and dealers to assist rolling out and administering programs and providing front line support.
 - Manage TICFC website and socials.
 - Work with sales team to generate and update TICFC dealer training programs.
 - Assist in preparing and planning marketing events and maintaining the marketing calendar.
 - Assist in researching and deploying a TICFC Dealer rewards program.
 - Research and make suggestions on marketing technology to improve TICF Canada sales and marketing processes.
 - Administer outgoing marketing campaigns and touchpoints under supervision of VP Sales.

- **Reporting, Training, Development (10%)**
 - Monitor TMH CRM order flow and dealer lost opportunity data and assist RSM to work with dealers to improve participation and market share.
 - Create and analyze contract maturity reports and other relevant portfolio data and assist RSMs in leveraging this information with dealers to improve market share and customer retention.
 - Monitor RSM performance statistics and portfolio performance in order to provide insights and assist VP Sales and AVP Sales to improve work quality and drive down internal friction in the credit to cash cycle as well as credit losses.
 - Work with RSMS and industry stakeholders and monitor public channels to survey competitive pricing, offers, marketing, credit trends, and other information and support VP Sales and AVP Sales to work with the sales team to compete more effectively with other lenders and brands.
 - Review internal reporting and available information to identify areas of improvement between TICFC, dealers, and OEM, and work with VP Sales and AVP sales to make improvements.
 - Monitor the general economic environment including national, regional, and local business news, trade and industry publications, CFLA, EQUIFAX, and other industry reports.
 - Participate in training exercise, programs, and engage with assigned material as assigned.
 - Assist Developing training programs for internal and external stakeholders.
 - Update and maintain departmental FAQ/Playbook, process maps/SOPs and other internal documentation.

- **Development & Miscellaneous and other projects (10%)**
 - Assist vp sales, AVP sales, DFS Manager, and sales department with projects and other duties as assigned.
 - Work with departments and project teams on interdepartmental collaboration, lean management, and others to identify areas for process improvement and implement changes to affect the same.
 - Assist VP Sales with the management of the committees.

Qualifications You'll Need:

Must Have:

- 4+ years experience in equipment finance in a dealer facing role.
- Experience working in the material handling, commercial vehicle, heavy equipment, and/or financial services sectors.
- Experience working in the automotive or other equipment sectors characterized by the OEM>DEALER>CAPTIVE FINANCE model.
- Experience using web-based business software, CRM systems, etc.
- Very high degree of proficiency with written and spoken communication in English and French.
- Proficient with Microsoft Windows and Office products including Word, Excel, PowerPoint, Outlook, and Teams.
- You are an organized and efficient team player who can perform well under time sensitive demands. As a self-starter, achieving and exceeding your sales targets are important to you as well as delivering the best possible dealer and customer experience.
- You have a high level of emotional intelligence and self awareness. You are able to read people and pick up on subtle non-verbal communication and cues. You are intuitive about people. You are a social person who has no problem meeting new people, building relationships, and speaking in front of crowds. The position requires excellent communication skills.
- You understand modern social and workplace norms and ethics. You are in tune with the spectrum of values and viewpoints in the territory and can navigate social situations without misstep.
- You can fit in with a people-first and consensus-oriented culture. You can positively contribute to a friendly and home-like office culture. You like to be friendly with your colleagues.
- No criminal record. Able to travel within Canada and the USA without restriction.
- Driver's license and clean driving record.

Great to Have:

- A bachelor's degree in business, finance, accounting, economics, marketing, or equivalent work experience.
- Familiarity with fundamental concepts related to the equipment, application, etc. for the material handling, trucking, logistics, heavy equipment, commercial vehicle, passenger vehicle, and automation equipment is an asset.
- Familiarity with T-Value software.
- Basic understanding of Time Value of Money calculations including compounding and discounting, calculating rates, creating various cashflow sequences, etc.

Job Competencies

- **Customer First:** Demonstrate a consistent passion to exceed internal and external customer expectations. Focus on creating an exceptional customer experience.
- **One TICF:** Foster a One TICF mindset. Operate with a broad view of the organization, understanding how your role impacts others within the organization. Collaborate and

effectively communicate within teams, cross functionally, presenting a One TICF experience for dealers and customers. Support the company Hoshin and Vision.

- **Mindset of Continuous Improvement:** Challenge self and others to continuously look for ways to improve TICF business processes and deliver value to the customer. Identify problems, remove inefficiencies, innovate, and challenge the status quo. Apply a Kaizen (continuous improvement) mindset in day-to-day tasks and projects - big or small.
- **Demonstrate Inclusive Behaviors:** Foster an inclusive environment where everyone can thrive and feel welcomed, valued, respected, and heard. Be curious, listen to, understand, and capitalize on diverse perspectives. Show gratitude and consistently demonstrate respect for people.
- **Learn, Grow, Develop:** Continuous improvement of yourself and others. Ask for and give constructive feedback. Invest in your growth and development by taking on challenging assignments and applying learned concepts.

Toyota Industries Commercial Finance Canada, Inc. is an equal opportunity employer.