

Paul Laing

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Personal Details:

Date of Birth: 21st September 1984

Nationality: British

Marital Status: Married

I am a significantly experienced motor trade professional with over 18 years industry experience in multiple roles, most recently in sales as a sales manager within an Audi dealership in Bahrain, preceded by over twelve years in customer service laterally as a service team leader and manager in prestige dealerships in Edinburgh and London.

I excel in motivating others to achieve high sales numbers. I have a desire to educate both colleagues and customers and build lifetime brand loyalty. As a leader, I am committed to motivating my team by nurturing relationships, setting and delivering challenging sales goals and working within an integrated team alongside my colleagues.

Through my expanding experience I continue to develop my skills with a view to a more senior management role in the future.

Skills:

- Exceptional communication skills to listen to each customer's needs and help guide customers to the best suited product
 - Exceptional communication skills to listen and guide staff to reach their full potential
 - Thorough understanding of all aspects of sales, including marketing, promotions, financing, incentives, KPI's, Sales process and the importance of customer satisfaction
 - Great understanding of mechanics and how to use to assist in day to day sales
 - In-depth knowledge of multiple makes and models of vehicles
 - Friendly personality that inspires confidence in customers and employees alike
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Work Experience:

Certified Audi Sales Manager

August 2014 – December 2019

Showroom opened in October 2014, I was involved in setting up and preparation of the new facility.

Originally employed as Sales Controller and worked upwards through Audi sales executive certification and Audi Sales Manager certification. I was responsible for a team of 5.

- The role involved development of annual budgets
- Weekly/Monthly sales forecasting
- Developing and implementing sales and marketing strategies
- Marketing/advertising
- Setting and delivering on KPI's
- Setting staff targets
- Motivating the sales team to reach individual and team targets
- Monthly staff appraisals
- Carrying out training sessions
- Purchasing of new stock
- Vehicle preparation
- Stock control (ensuring stock does not become over-aged)
- Showroom displays

All with the end goal of achieving business budgets.

Service Team Manager – Volkswagen, Citygate Motor Group**September 2012 – July 2014**

At Citygate I was responsible for a team of 3 Service advisors, 6 Technicians, Receptionist and 2 drivers. As an experienced service advisor, I also took responsibility for the training of less experienced advisors which was essential to achieve the necessary customer experience.

- Responsible for Day to day activities and guidance
- Setting targets
- Implementing guidelines
- Warranty administration
- Invoicing,
- Prioritising of workshop job cards to ensure customers expected collection timing was met
- Assist with any issues the team faced

The role was part commission based therefore product promotion and sales were essential functions.

Senior Service Advisor – BMW, Peter Vardy Motor Group**October 2010 – September 2012**

As a senior service advisor, I stepped in to undertake managerial duties when the service manager was not available which included setting up daily tasks, morning meetings and any customer complaints.

- Attending to customers and their vehicles to a high service level in a prestige dealership
- Dealing with customer accounts
- Warranty administration
- Scheduling appointments
- Estimating costs
- Conducting inspections on vehicles before receiving the vehicle in from customer and Test driving with the customer to demonstrate reported faults

Service Advisor – BMW, Eastern Western Motor Group**July 2004 – September 2010**

- Attending to customers and their vehicles to a high service level in a prestige dealership
- Dealing with customer accounts
- Data entry
- Invoicing for retail and warranty
- Administration
- Answering high levels of telephone calls
- Prospecting and working in a team as well as an individual
- Commission based sales

Apprentice Technician – Farmer Auto-care**February 2002 – July 2004**

Education:**Higher National Diploma in Business & Marketing Management**London Business School ([Ongoing – Completion date December 2020](#))**National Certificate in Management Customer Care**

Stevenson College, UK

BMW Service Advisor Certification

BMW Group Academy, UK

Audi Sales Executive Certification

Audi Training Centre, Dubai

Audi Sales Manager Certification

Audi Training Centre, Dubai

Additional Information:**Computer Systems** – Incadea | CDK | DMS | Microsoft Office | Excel | PowerPoint | Word