

MOTORTRADER RISING STARS 2017

We are delighted to announce the finalists for this year's Motor Trader Rising Stars, our annual search for the brightest young talent in the car retailing sector



SIOBHAN MCKENZIE
Business Manager, TrustFord Dagenham

“ Siobhan’s approach and demeanour has broken the mould and driven sales across the site. I have every confidence she is destined to be a future leader of this business.”

Mark Scammell, general manager, TrustFord, East London CMA

Siobhan joined the TrustFord team in 2014 fresh from university. Her first job was in the used car department with colleagues noticing just how good she was when she skilfully handled her first telephone enquiry.

Car sales came naturally to her with her month on month sales growing significantly. With coaching and guidance she finished 2015 with a 91% score for her Driving the Standard in Customer Care rating. Indeed, in her first full year she finished fourth in the group for profitability.

In January 2016 she was promoted to deputy business manager and became business manager just two months later. Since then she has gone from strength to strength and been recognised with a cover feature on TrustFord’s internal Ignition magazine.



BEN DEWAR
Service Manager, Redgate Lodge, Newcastle-upon-Tyne

“ Ben is an extremely important part of both the running of our business and the success of our service centre which has won over 120 five star Facebook reviews since he joined us.”

Scott Sibley, managing director, Redgate Lodge

Ben moved from the retail sector to his first automotive job at Redgate Lodge in 2015 and played a pivotal role in turning around the servicing side of the dealer’s business.

In just 15 months he has significantly grown the business through his instrumental role in prompting the company to join the Bosch network, a move which has significantly boosted its bottom line and resulted in the recruitment of more staff to manage the increased workshop utilisation.

Ben has also proved to be a skilled all-rounder. He has introduced a new computerised workshop management system, helped manage a significant facilities upgrade and also plays an integral role in managing the business’ social media activities.



JEN WHITE
Group Marketing Manager, TW White & Sons, Surrey

“ Jen is an invaluable part of the TW White & Sons team and one of the brightest young talents in the car retailing sector.”

Neil White, managing director, TW White and Sons

Jen joined the family-owned franchised group in 2014 after working in The Gambia following her graduation from Bristol University. She joined as part of the service reception team where she immersed herself in customer care before transferring to the group marketing department as a project manager where she worked on the group’s online and digital communication channels.

She was then promoted to marketing manager and tasked with launching a new multi-franchise website which better reflects the group’s operations.

As well as managing group marketing functions Jen has been instrumental in implementing best practice schemes across the business and enhancing the company’s reputation with its customers and the brands it represents.

The 2017 Motor Trader Rising Stars were launched in December when we invited line managers to nominate members of their teams who excel at what they do, joined the sector over the last five years and who they believe will be the next generation of industry leaders.

Once again the quality of the responses was very high with entrants from franchised and independent businesses across the UK and job titles ranging from parts advisor, mechanic, customer service advisor and sales trainee to key account manager, business manager and group marketing manager.

The judging panel deliberated on the entrants and selected the six finalists who will attend our special awards ceremony at the Radisson Blu Edwardian in central London in April. **MT**

A rich seam of talent

Alan Carson, Sales Director,
Northridge Finance

Northridge Finance is delighted to support the Motor Trader Rising Stars for the third consecutive year. This annual search for the brightest young talent in our industry has once again highlighted the rich seam of talent we have in the car retailing sector by identifying the next generation of industry leaders.

Shortlisting this year's entrants was a challenging task as the quality of nominations was so high across a wide selection of job functions. However, as these profiles show, each of our finalists has

what it takes to further raise the professionalism of our sector and make it a more attractive career choice for aspiring young people with flair.

"I would like to personally thank all the line managers who nominated members of their teams and wish the best of luck to our six finalists who I'm looking forward to meeting at our special awards ceremony in London next month."



LAUREN SHAWE

Key Account Manager,
Mercedes-Benz, Sytner Group

“ Lauren shows great determination, focus, professionalism and desire for complete customer satisfaction and has delivered the highest annual sales for a starter.”

Liz Hellewell, HR manager Mercedes-Benz Division

Lauren joined the Sytner sales apprentice programme in 2013 and it quickly became evident that her professional approach to customer service would see her blossom within the fleet and business arena.

She adapted to her new role with vigour and achieved record fleet and local business sales in 2015.

Fully qualified during 2016 with a strong team ethic and proactive approach, Lauren secured a number of key fleet accounts, focusing on service level agreements and complete customer satisfaction. This resulted in record sales, the highest ever for a new starter.

Lauren is now fully established as a key member of the Sytner Mercedes-Benz Fleet Team and her hard work and talent have been recognised with her promotion to key account manager.



KASIM AHMED

Parts Advisor, Luscombe Motors, Leeds

“ Kasim is a valued and popular member of the Luscombe team. He is extremely enthusiastic, always happy to help out in any situation. He is a rising star if ever I saw one.”

Robin Luscombe, managing director Luscombe Motors

Kasim Ahmed joined Luscombe Motors in 2015 to train as a parts advisor for both Suzuki and Mitsubishi. He completed the training and is now a fully qualified parts advisor.

Thanks to his vast knowledge of IT, he has been able to sort out numerous technology issues within the dealership and has become the expert on sorting out Bluetooth queries for customers.

He is also responsible for fitting all accessories to the vehicles on display in the Suzuki showroom so he regularly comes into contact with customers and has a very friendly, personable manner.

When asked about his ambitions he said: "I would like to learn all about the aftersales side of the business and then hopefully move into the sales department."



SAM CLARK

Sales Trainee, Graypaull Birmingham

“ From day one Sam has demonstrated he has the attitude to succeed in a luxury retail environment. He is well on his way to achieving great things, showing passion and determination in his work”

Sarah Burnett, HR manager, specialist division, Sytner

Sam joined Graypaull Birmingham as a parts apprentice on a three-year scheme and from day one demonstrated he had the attitude to succeed in a luxury retail environment.

Sam quickly built strong relationships in the network with local parts suppliers to the benefit of the department and the business in general.

In 2016 he approached the sales manager to be given an opportunity in the car sales department. He represented the sales team at various events, working every other weekend to gain knowledge on car retailing. He joined the sales department full time in January 2017 as a trainee and soon sold a new Maserati. He is well on his way to achieving great things in his current role.