



General Manager - Path to Ownership

Description

Overview

This is not just a GM job. It is a path to ownership.

Viking Motors is looking for a driven, hands-on General Manager to lead and grow our dealership in Arborg, Manitoba. We want a true operator. Someone who can drive performance across Sales, Finance, Parts, Service, and Body Shop, build a strong team, create accountability, and push the business forward.

For the right candidate, this role offers a real opportunity to **buy into the operation and become part of the ownership group.**

We are not looking for someone who just wants to manage from a desk. We are looking for someone who wants to lead from the front, own the numbers, grow the business, and build something long term.

Duties

- Leading overall dealership performance across all departments and profit centres
- Driving growth in new and pre-owned vehicle sales
- Supporting and improving Finance performance and deal flow
- Strengthening Parts, Service, and Body Shop operations for efficiency, profitability, and customer retention

Closing Date

May 22, 2026

Categories

Management

Employer

Viking Motors

Location

Rural

Address

Dealership Office -
Main Street and
Highway 68 Arborg,
R0C0A0

Job Type

Full-time

Education Level

Other

Wage

- Managing expenses, gross profit, net profit, and departmental accountability
- Coaching, developing, and holding team members accountable
- Building a high-performance culture focused on results and customer experience
- Monitoring KPIs, financial statements, workflows, and operational performance
- Being active in the store, involved in deals, and engaged with staff and customers
- Representing Viking Motors professionally in the local market and community

\$120,000.00 -
\$205,000.00

Qualification

- 5+ years of progressive dealership leadership experience
- Experience as a Sales Manager, GSM, Fixed Ops leader, or General Manager
- Strong understanding of dealership financials, operations, and performance management
- Proven ability to lead across multiple departments, not just sales
- Strong leadership presence with the ability to coach people and drive accountability
- Comfortable working deals, supporting sales activity, and pushing results
- GM experience is a strong asset
- Entrepreneurial mindset with a genuine interest in growth and ownership
- Someone who wants to make an impact in a rural market and help build a strong long-term operation

Why This Opportunity Stands Out

- Path to ownership for the right candidate
- Competitive salary
- Performance-based bonus structure
- Extended health and dental benefits
- Real autonomy to lead the business
- Opportunity to be part of a growing dealer group
- Chance to build something meaningful, not just fill a role