TITLE: New-Vehicle Salesperson

REPORTS TO: New-Vehicle Sales Manager

POSITION INFORMATION:

The New-Vehicle Salesperson is directly responsible for selling new vehicles at dealership gross profit, volume and customer satisfaction standards.

DUTIES AND RESPONSIBILITIES: (Dealer: For each job function, check ''E'' if it is essential in your dealership or ''M'' if it is marginal.)

E( ) M( ) Realize that business is built on customer satisfaction and devote himself/herself to guaranteeing satisfaction to customers.

E( ) M( ) Determine each customer's vehicle needs by asking questions and listening.

E( ) M( ) Demonstrate new vehicles (includes test drives).

E( ) M( ) Deliver new vehicles to customers. This process ensures that the customer understands the vehicle's operating features, warranty and paperwork, and it lays the foundation for customer loyalty.

E( ) M( ) Attend sales meetings.

E( ) M( ) Maintain an owner follow-up system that encourages repeat and referral business and contributes to customer satisfaction.

E( ) M( ) Maintain a prospect development system.

E( ) M( ) Keep abreast of new products, features, accessories, etc., and their benefits to customers.

E( ) M( ) Establish personal income goals that are consistent with dealership standards of productivity, and devise a strategy to meet those goals.

E( ) M( ) Report to the New-vehicle Sales Manager regarding objectives, planned activities, reviews and analyses.

E( ) M( ) Review and analyze actions at the end of each day week, month and year to determine how to better utilize time and plans more effectively.

E( ) M( ) Understand the terminology of the automobile business and keep abreast of technological changes in the product.

E( ) M( ) Know and understand equity and values, and be able to explain depreciation to the customer.

E( ) M( ) Know and understand the federal, state and local laws which govern retail auto sales.

E( ) M( ) Introduce customers to service department personnel to emphasize to customers the quality and efficiency of the dealership's service operations.

QUALIFICATIONS:

High school diploma or the equivalent. Ability to read and comprehend instructions and information. Valid in-state driver's license. Professional personal appearance. Excellent communication skills. Ability to sell a minimum quota according to dealership standards. (Dealer: If you require that your salespeople become certified in NADA's Society of Automotive Sales Professionals, list that requirement here.)

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WORKING CONDITIONS:

Will stand and move throughout the dealership facility (lot, showroom, service department, offices) for most of the shift. Will spend time outdoors showing vehicles to prospective customers and to drive vehicles in traffic during test drives. Evening, holiday and weekend work hours will be required.

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NOTE:

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the dealership reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances change (i.e., emergencies, changes in personnel, work load, rush jobs, or technological developments).

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the dealership has a similar right.

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Employee's Name Employee's Signature Date

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Supervisor's Name Supervisor's Signature Date

We are an Equal Opportunity Employer