**Job Description**

**Job Title:** New-vehicle Salesperson

**Department:**

**Reports To:**

**FLSA Status:**

**Prepared By:**

**Prepared Date:**

**Approved By:**

**Approved Date:**

**Revised Date:**

**SUMMARY**

Sells new vehicles at dealership gross profit, volume, and customer satisfaction standards.

**ESSENTIAL DUTIES**

Essential Duties include the following. Other duties may be assigned.

Sells and delivers a minimum number of vehicles per month.

Writes complete sales orders and processes paperwork in accordance with dealership policies.

Utilizes dealership sales control and follow-up systems.

Attends product and sales training courses as requested by sales manager.

Keeps up-to-date on new products and services within the industry.

Maintains an owner follow-up system that encourages repeat and referral business and contributes to customer satisfaction.

Maintains a prospect development system.

Conducts business in an ethical and professional manner.

Satisfies the transportation needs of new-vehicle purchasers.

Approaches, greets, and offers assistance or direction to any customer who enters the dealership showroom or sales lot.

Assists customers in selecting a vehicle by asking questions and listening carefully to their responses.

Fully explains product performance, application, and benefits to prospects.

Describes all optional equipment available for customer purchase.

Offers test drives to all prospects. Follows dealership procedure to obtain proper identification from customer prior to test drive.

Exhibits high level of commitment to customer satisfaction.

Knows and understands the federal, state, and local laws that govern retail auto sales.

Establishes personal income goals that are consistent with dealership standards of productivity, and devises a strategy to meet those goals.

Keeps abreast of new products, features, accessories, etc., and their benefits to customers.

Knows and understands equity and values, and is able to explain depreciation to the customer.

Ensures that the sales manager has an opportunity to meet each customer.

Turns 100 percent of closed deals to finance and insurance manager, along with properly completed paperwork (insurance information, trade title, etc.).

Prepares sold vehicles for customer delivery prior to customer arrival.

Delivers vehicles to customers, ensuring that each customer understands the vehicle's operating features, warranty, and paperwork.

Introduces customers to service department personnel to emphasize the quality and efficiency of service repairs and maintenance available in the dealership's service department.

Schedules first service appointment.

Follows up on all post-delivery items, tag/title work, “we-owes,”,and special requests to be sure that all customer expectations are met.

Reviews and analyzes actions at the end of each day, week, month, and year to determine how to better utilize time and plans more effectively.

Attends sales meetings.

Maintains professional appearance.

**MARGINAL DUTIES**

Marginal Duties include the following. Other duties may be assigned.

**SUPERVISORY RESPONSIBILITIES**

**QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE**

• No prior experience or training.

• High school diploma or general education degree (GED); or one to three months related experience and/or training; or equivalent combination of education and experience.

• One-year certificate from college or technical school; or three to six months related experience and/or training; or equivalent combination of education and experience.

• Associate's degree (A. A.) or equivalent from two-year college or technical school; or six months to one year related experience and/or training; or equivalent combination of education and experience.

• Bachelor's degree (B. A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

• Two to four years related experience and/or training; or equivalent combination of education and experience.

**LANGUAGE SKILLS**

• Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.

• Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

• Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

• Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

**MATHEMATICAL SKILLS**

• Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

• Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

**REASONING ABILITY**

• Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

• Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

• Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**CERTIFICATES, LICENSES, REGISTRATIONS**

State Sales License

Valid Driver's License

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.