TITLE: Used-Vehicle Salesperson

REPORTS TO: Used-Vehicle Sales Manager or General Sales Manager

POSITION INFORMATION:

The used-vehicle salesperson is responsible for selling used vehicles at dealership gross profit, volume and customer satisfaction standards. This position includes four broad areas of activity: personal work habits, prospecting, selling and follow-up.

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 of 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 Used-vehicle Sales Manager regarding objectives, planned activities, reviews and analyses.

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

E( ) M( ) Keep abreast of incoming inventory, features, accessories, etc., and how they benefit customers.

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

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

E( ) M( ) Work with the service department and body shop to ensure that vehicles are reconditioned as expected and on schedule.

E( ) M( ) Attend sales meetings.

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

E( ) M( ) Review and analyze actions at the end of each day, week, month and year to determine how to better utilize time and plan 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 them the quality and efficiency of service repairs and maintenance available in the dealership's service department.

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.

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WORKING CONDITIONS:

Will stand and move throughout the dealership facility (lot, service department, body shop, offices) for most of the shift. Will spend a few hours outdoors during each shift showing vehicles to prospective customers. Will 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