

## **JOB DESCRIPTION**

**POSITION:** Used / New-Vehicle Salesperson

**Department:** Used / New-Vehicle Sales Department

### **OBJECTIVES**

- Acts as primary contact between the New-Vehicle Sales Department and the new-vehicle customer.
- Ensures customer satisfaction and maximizes dealership sales of new vehicles.

### **RELATIONSHIPS**

- Reports directly to the new-vehicle sales manager; no supervision responsibilities.
- Works closely with F & I and new-vehicle prep managers to guarantee timely delivery of sold vehicles

### **PRIMARY RESPONSIBILITIES**

Customer Satisfaction

Handles new-vehicle customers according to dealership policy.

Greets each customer promptly and courteously.

Conducts vehicle delivery according to guidelines; personally delivers all sold vehicles.

Reviews the warranty, any applicable service contracts and maintenance schedule with the customer.

Discloses the sale of Non-Chrysler Corporation service contracts and accessories.

Informs customers of service and parts procedures.

Offers a complete vehicle presentation at delivery.

Works with the Service Department to provide the best possible service before, during, and after the sale.

Sales

Sells new vehicles to customers

Maintains sales objective(s) according to dealership policy

Works the floor during assigned times

Asks appropriate questions to determine the customers transportation wants and needs.

Conducts a complete production presentation, demonstrating the vehicles features and benefits and provides a test drive for every customer.

Meets closing ratio objectives according to dealership policy.

Prospects for customers using mailers, telephone, personal contacts, etc.

Follow-up with customers within 24 hours of sale.

### **ADDITIONAL RESPONSIBILITIES:**

- Interdepartmental Relations

- Establishes good working relationships with other departments to reduce conflict, ensure quality customer service, and maximize dealership profitability.
- Expense Control
- Completes and submits all sales documents completely, accurately, and promptly.
- Housekeeping
- Keeps desk and office neat and orderly at all times.
- Keeps demo vehicle clean and in presentable condition at all times.
- Professional Development
- Attends training programs as requested by management
- Maintains a thorough knowledge of product and utilizes available information from factory product bulletins.
- Maintains a working knowledge of the competition and how to sell against it.

#### REQUIRED SKILLS AND KNOWLEDGE CHARACTERISTICS

- Communication Skills
- Interpersonal Skills
- Team Skills
- Basic Math Skills
- Basic reading Skills
- Planning and Organization Skills
- Broad Product Knowledge
- Self Motivator
- Resilient to Rejection
- Reliable
- Trustworthy

#### REQUIRED EDUCATION AND EXPERIENCE

- High School diploma required; college degree preferred
- Some sales experience preferred.

The duties, requirements and performance specifications outlined in this job description are subject to change without notice.

Sales Manager

Date

Sales Person

Date