



**Job title:** Sales Advisor, New Trucks  
**Department:** Position specific to heavy trucks  
**Reporting to:**  
**Date written:**  
**Approved by:**  
**Approval date:**  
**Date reviewed:**  
**Employment status:**  
**Written by:**

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### **SUMMARY JOB DESCRIPTION**

<i>Sells new trucks (heavy trucks), applying standards of gross profit, volume and the satisfaction of dealership clientele.</i>

The **MAJOR TASKS** are listed below, but the incumbent may be assigned to other duties.

- Welcomes customers, builds a relationship of trust and demonstrates serious commitment to customer satisfaction.
- Helps customers choose/order trucks, by asking them questions and listening to their answers carefully, in order to identify their technical, financial and other needs.
- Explains product performance, functioning and advantages to potential customers.
- Describes any optional equipment the customer might buy.
- Obtains the required information and completes all the documents needed to prepare for a sale.
- Compiles accurate and detailed financial information on the customers, when required.
- Demonstrates new trucks to the customers (this may include road tests).
- Enters into transactions involving new trucks.
- Contacts financial institutions to confirm delivery dates, thus guaranteeing payment.
- Prepares the documents required for the trucks to be delivered.
- Delivers new trucks and explains the warranties and servicing policies.
- Verifies all invoices (from internal and external suppliers) and the work orders issued by the after-sales department.
- Introduces key staff in all departments to new customers.
- Takes advantage of any uncompleted sales to analyze each situation.

- Provides follow-up and ongoing service to current or casual customers.
- Meets or exceeds the objectives established by the dealership for deliveries of new trucks.
- Regularly studies the features of the trucks and their equipment in order to improve his/her knowledge of product performance and marketing.
- Understands and observes all federal and provincial regulations and municipal bylaws governing the sale of new trucks.

### **Tasks related to follow-up and prospecting**

- Regularly solicits and searches for new customers, by taking maximum advantage of various tools, such as the network of business contacts, the telephone directory, mailings, the internet or by visits to individuals or businesses.
- Maintains a system for following up on existing clientele.
- Maintains a customer development system.
- Prepares and forwards to the truck sales manager all external merchandising reports, indicating the names of the individuals visited, for which units estimates were provided and the units available for sale, if applicable.
- Actively participates in advertising and promotional projects.
- Helps with market analyses aimed at identifying potential customers.
- Takes part in sales team meetings.
- Maintains a professional appearance.
- Performs other tasks, based on management requirements and instructions.

### **SECONDARY TASKS**

- *Description of one or more secondary tasks to be added, according to your needs.*

### **JOB REQUIREMENTS**

**Language skills**  
**Knowledge and skills**  
**Responsibilities**

**Effort**  
**Work conditions**  
**Other requirements**

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Uses his/her software efficiently to obtain more details about the requirements of the job. This software has the advantage that it incorporates the sixteen job evaluation factors developed by the CCAQ to facilitate the achievement of pay equity within the business. With this software, each job evaluation criterion for the jobs related to a job can be indicated below each job description.

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<p><b><i>N.B.: In this publication, the use of the masculine to refer to people does not imply any discrimination.</i></b></p>
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