

**Job title:** Sales Advisor (New and/or Previously Used Cars)  
**Department:** Sales Department  
**Reporting to:**  
**Date written:**  
**Approved by:**  
**Approval date:**  
**Date reviewed:**  
**Employment status:**  
**Written by:**

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### **SUMMARY JOB DESCRIPTION**

*Provides advice, sells/leases new and previously used cars, based on standards of gross profit, volume and the satisfaction of dealership clientele.*

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

- Welcomes the customers, builds a relationship of trust and demonstrates serious commitment to customer satisfaction.
- Helps the customers choose vehicles, by asking them questions and listening carefully to their answers, in order to identify their needs fully.
- Explains to potential customers product performance, functioning and advantages.
- Describes any optional equipment the customer might buy.
- Offers to road test a vehicle for any potential customer. Follows dealership procedure to obtain the appropriate identity documents from the customer before the road test.
- Explains, in a professional manner, the terms and conditions governing long-term leases, as compared to traditional purchase arrangements, based on customer needs.
- Obtains the required information and completes all documents required to prepare for a sale.
- Knows and understands the concepts of equity and residual value and is able to explain the principles of depreciation to the customer.
- Negotiates the price and has the transaction approved by the sales manager.
- Notifies the sales manager in the case of an exchange or refund or when a credit note is drawn up.
- Forwards 100 percent of the completed transactions to the marketing director, together with all the duly completed documentation (insurance information, the title for the transaction, etc.).
- Adequately prepares customers and provides them with information, in order to take maximum advantage of meetings with the marketing director.

- Defines his/her annual personal sales objectives, has them approved by management and monitors them.
- Reviews and analyzes his/her activities at the end of each day, week, month and year, in order to organize his/her schedule in the most efficient manner.
- Keeps up-to-date on novelties with regard to products, features, accessories, etc. and their advantages for the customer.
- Knows and understands all federal and provincial laws and municipal bylaws regulating retail automobile sales.
- Takes part in training courses on products and sales, as instructed by the sales manager.

### **Delivery-related tasks**

- Verifies the cars sold to prepare for their delivery to the customers, before the customers arrive.
- Delivers cars to the customers, ensuring that they understand their functional features, the warranty and the documents to be completed.
- Introduces customers to the after-sales department personnel, in order to highlight the quality and efficiency of the repair and maintenance service provided by the dealership.
- Arranges the first check-up appointment with the after-sales department.
- After delivery, follows up on accessories, documents or other special requests promised to customers, in order to ensure that all customer expectations are met.

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

- Contacts customers within 48 hours of the sale to ensure that they are satisfied, to resolve any possible problems and to ask for referrals.
- Contacts the customers who did not make a purchase within 24 hours of their visit, to perform follow-up.
- Seizes business opportunities. Solicits and searches for new customers, on a regular basis, making maximum use of various prospecting tools.
- Uses the dealership's customer follow-up system.
- Uses the dealership's customer development system.
- At the request of his/her supervisor, takes part in social or business activities.

### **Miscellaneous tasks**

- On request, participates in the car inspection and preparation process and/or refurbishes the cars.
- Cooperates in keeping the show room and/or the previously used car department clean and tidy.
- Helps display vehicles in the show room and the parking lots for new and previously used vehicles.
- Acts as mentor to new representatives.
- 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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***N.B.: In this publication, the use of the masculine to refer to people does not imply any discrimination.***

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