

DUCHARME MOTORS LTD.



JOB POSITION: Automotive Sales Consultant
REPORTING TO: Sales Manager
LAST UPDATED: April 24th, 2007

The Automotive Sales Consultant serves as a guide to facilitate the customer buying experience. Main responsibilities include: discovering customers preferences, needs, and buying motives. Matches customer with make, model, and vehicle options that they desire. Ensures that the customer has been taken for a test drive and shown all the features of the vehicle and the accessories available for purchase. Offers financial proposition, trade-in allowances, and see's a sale through right to the delivery process & follow-up.

Duties/ Responsibilities:

1. Sales of both New & Used vehicles, increase volume, set objectives, and maintain a client base
2. Greets all customers promptly and courteously when entering the dealership or sales lot
3. Ensures that a high quality effective & professional experience is provided to every customer following the dealerships sales policies, procedures & principles
4. Maintains a courteous & professional relationship in all situations at the dealership
5. Relate all objectives and planned activities to the Sales Manager regularly, analyze and review performance objectives. Develops & achieves individual goals and expectations
6. Maintains working knowledge of Ford, finance, lease, and insurance programs
7. Establishes a knowledge base of vehicles accessories & products for up-sales on vehicles
8. Coordinates with the Parts & Service Department in order to meet customers needs and expectations
9. Ensures that all used vehicles sold are reconditioned as expected and on schedule for the customer
10. Identifies and supports opportunities for method/ process improvement in the sales department
11. Builds a productive relationship with co-workers in all departments and consults others when necessary
12. Actively listens to customer concerns and promptly addresses their needs
13. Keep up-to-date knowledge of technological changes to aid in sales techniques
14. Ensure that dealership maintains a high standard of customer satisfaction, and maintain a good reputation
15. Identify customer needs through asking questions and relating their responses to the best vehicle that suits their needs
16. Deliver New & Used vehicles to customer and ensure that the customer is aware of all warranties and conditions that apply
17. Maintain and follow-up with customers and establish repeat business and referrals
18. Keep a log of performance, referrals, and past and present customers
19. Notify all past, current and future customers of any upcoming promotions
20. Acquaint all customers with the service department and develop a service relationship
21. Ensure that all staff comply with Occupational Health & Safety guidelines
22. Participates in all departmental meetings as required by the dealership

Please Note: All applicants applying for the position of Automotive Sales Consultant should read and understand this job description. The listed responsibilities and duties as outlined in this position are to be performed by the successful candidate. However, responsibilities may be added or deleted from this job description without prior notification.

For further information on the town of Bonnyville Alberta, Canada,
Please visit www.town.bonnyville.ab.ca



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