



Sales Consultant Job Description

Job Data:

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| Job Title: | Sales Consultant |
| Department: | Sales Department, Pro Power Sports & Marine, Inc. |
| Supervisor: | Sales Manager |
| Supervises: | N/A |

Summary Description:

To represent the Company to the customer for the purpose of selling equipment, parts, accessories and clothing. Promote goodwill while demonstrating first class customer service. Performs a variety of in store, marketing, promotion, advertising and stocking duties related to the sale and delivery of our product's that contribute to the efficient, safe, and profitable operation of the dealership.

Major Duties and Responsibilities:

1. Sales Department:

- Represents the company for the sale of vehicles, parts, accessories and clothing to customers in a defined sales area.
- Must keep current on product knowledge, features and benefits of all vehicles potentially saleable by the company.
- Keep abreast of competitive activity, companies and competitive products.
- Keep current on trends in our industry that will affect what our customers will buy today and in the future.
- Maintain, as directed by the Sales Manager, current and complete Sales Management information for all customers in the assigned territory.
- With assistance as assigned, conduct field demonstrations of products.
- Maintain in good, usable and current condition (electronic and/or paper as directed) all manuals, price lists and other documents given the individual by the company.
- Accurately complete all documents related to sales transactions.
- Have a good knowledge of used vehicle values and be able to assist management in evaluating properly for trade in purposes.
- Work in conjunction and cooperation with Sales Manager on all activities assigned now and in the future.

- Walk your inventory every morning before you start your day and know where each unit is located as well as price for each unit.
- Never leave the sales floor without checking with your Sales Manager and, if applicable, the person who answers the telephones.
- Assume responsibility for conducting yourself in a manner that reflects favorably on the dealership. This means both at work and in your personal and social life.

2. Planning Requirements

- At the start of each calendar year, determine your desired income goal.
- Determine average monthly sales volume required to meet your income goal.
 1. Calculate an average commission per unit sold.
 2. Divide your income goal by the average commission to obtain average monthly unit sales needed to meet your income goal.
 3. Take seasonality into consideration.
- Plan each day in writing. Call backs, lead follow-up's etc...
- Prioritize your daily sales activities to meet your goals.
- Include an appointment schedule/book as a tool to organize your sales activity.

3. Prospecting Requirements

- Any time you are not face-to-face with a customer or prospect, you are temporarily unemployed. Therefore, you should prospect to confirm one kept appointment each working day. The appointment should be with someone who has an interest in buying something we sell as well as the ability to pay for it.
- Note: Often, two or three appointments need to be made to obtain one kept appointment.
- The following activities should be accomplished to ensure one kept appointment each working day:
 - Maintain a record-keeping system that enables you to identify and follow-up on every "hot" prospect.
 - Maintain an up-to-date owner follow-up system that does three things:
 1. Enhances the dealer/customer relationship;
 2. Encourages repeat business;
 3. Obtains referrals from friends, family and personal acquaintances.
 - Perform creative prospecting activities such as:
 1. Encouraging "be-backs" to return.
 2. Utilize dealership records (Sales, Service and Parts Department records) to generate customer lists.
 3. Motivate customers to help you with referrals.
 4. Being involved in community and civic activities.
 5. Developing various methods of personal advertising, including direct mail.
- Handle incoming dealership phone calls in a courteous and professional manner.
 1. Get the name and phone number and call the customer right back. Have a game plan to discuss models and price questions.
 2. Avoid discussing specific prices over the phone if possible.

3. Get a specific appointment date and time from the customer.

4. Selling Requirements

- Be involved in seeing that each walk-in customer is greeted promptly, professionally and respectfully.
- Be able to successfully follow the basic steps to a sale:
- Create a “trust and respect bond” with each customer by spending 3-5 minutes chatting about things other than the sale of a unit.
- Use effective questioning **and** listening to determine the specific model that best suits your customer’s needs. Lead, show and eliminate 2 models before you settle on the right unit for them.
- Paint a picture of the customer using the product.
- Demonstrate features and benefits.
- Sit them down at your desk for the price negotiations, sales write-up.
- Get a commitment to “buy now”, have the customer make an offer.
- Negotiate the deal for maximum gross profit. Follow management’s instructions explicitly.
- Obtain a commitment (initial worksheet, trade-in, keys, title and deposit).
- Make sure the keys, owner’s manual and paperwork are ready.
- Check the unit to make sure it’s ready when promised.
- Introduce the customer to all department managers and owners.
- Make a personalized delivery of every unit you sell.
- Take the customer for a familiarization ride (if applicable).
- Encourage rider education.
- Write a thank-you note and follow call back procedures for regular contact thereafter.
- Understand the dealership's Sales Process.

5. Customer Service:

- Assist in handling customer complaints and concerns and make sure the problem is corrected to the customer and dealership’s satisfaction
- Treat customers fairly, respectfully and with honesty
- Demonstrate our commitment to superior customer service and ethical business practices

6. Qualifications and Job Requirements:

- Knowledge of ADP Light speed operating system preferred but not required
- Ability to speak effectively one on one
- Ability to effectively listen
- Ability to interpret customer needs
- High School Diploma or GED Equivalent
- Good organizational skills
- Good understanding of local market conditions with a knowledge of sale and resale values of vehicles.
- Must be a self starter and team player

- Good communication and inter-personal skills
- Good computer skills
- Associate degree or equivalent in work experience.

7. Physical Demands:

- The noise level in the work environment is usually moderate
- Requires the use of both hands
- Frequently required to bend, stoop, crouch, reach, handle tools and lift in excess of 80lbs. of material
- Frequently requires the ability to balance and push an 800 lb. ATV or Motorcycle

8. Commitments

- Treat all employees and customers fairly, courteously, with dignity and respect
- Maintain positive relationships with customers, other employees and owners
- Be early, flexible and available for scheduling of work hours
- Maintain up to date technical training
- Focus on Quality & Service
- Be neat and clean
- Wear uniform and name badge every day
- Demonstrate an interest in growing the dealerships business

9. Working Conditions:

- Frequently works near moving mechanical parts
- Is potentially exposed to battery acid, gasoline, chemical cleaning material or other toxic materials commonly found in motor vehicle service departments, some of which may be considered health hazards
- Occasionally, exposed to exhaust fumes or other airborne particles