

Fletch's, Inc. Sales Associate – Job Description

Primary Objective of this Position: To sell new and used vehicles - meeting minimum monthly volume standards of 10 units and working within the established core values of Fletch's, Inc.

Basic Requirements: A general understanding of the automotive industry and its relationship to selling vehicles. A high school diploma or the equivalent is required, along with practical experience in the field of sales and/or customer service. A current valid Michigan driver's license that meets the requirements of our insurance company is required. Computer skills; excellent communication skills both verbal and written; ability to negotiate; self motivate; and a professional personal appearance are necessary. The working environment is primarily at a desk sitting and/or standing for periods of time. The position also requires physical mobility within the dealership, driving of vehicles, and the ability to attend functions both onsite and offsite.

Job Duties:

- Meet and greet all customers in a friendly and professional manner.
- Give the customer courteous service when selecting the vehicle of their choice.
- Acquire proper knowledge of the products we sell.
- Develop a proper feature, advantage, and benefit presentation of the product to enhance the value to the customer.
- Represent yourself and the dealership in a professional and business-like manner.
- Follow-up on all customers until they purchase from you or purchase elsewhere.
- DO NOT suggest, mislead, or misrepresent any part of the sales process!
- Follow all established policies and procedures in the sales department.
- Strive to consistently protect the identity and privacy of our customers at all times.
- Maintain the inventory through lot organization, presentation and snow removal.
- Expand in the areas listed below through personal work habits and attitudes, prospecting and selling.

A. Personal work habits and attitudes:

- Be time conscious! Set a goal and then figure a method or plan of action that will reach the goal in the allotted time.
- Forecast your efforts and results. At the beginning of each calendar year establish desired income goals. Using past salary, commission, and bonus as a basis, establish how many vehicles must be sold to reach earnings goal. Break down by months to obtain monthly objectives. Keep up with your current selling average and set monthly goals to improve quarterly.
- At the beginning of each month establish a goal for that month.
- Broadly plan each week's production and effort in advance.
- Plan, in advance, a day's efforts and results. Establish priorities for the most important things to be done that day. Work your plan and go achieve your desired goals.
- At the end of each day, week, month, and year review and analyze your results to determine better ways to better utilize your time.
- Meet with management once a month to set a plan of action to achieve your goals.
- Use the Owner follow-up report (supplied by the dealership) to ensure repeat business and encourage the owner to refer any possible leads and prospects.
- Dress in good taste at all times. Keep yourself clean, well groomed, and well mannered.
- Attend daily sales meetings.
- You will be provided a training schedule and will be required to meet minimum standards established by the sales manager. This may require both onsite and offsite training.
- Project an enthusiastic attitude at all times to people during and after work hours.
- Support your coworkers and sales team at all times.
- Be a good ambassador for the dealership
- Be prompt in reporting to work

B. Prospecting - Your success in the car business depends on how well you prospect. You must maintain a steady supply of "HOT" prospects at all times. You must use creativeness to obtain these "HOT" prospects. In addition you must:

- Approach customers promptly and be able to identify and handle "HOT" prospects properly.
- Maintain a continuous follow up with customers who will refer and locate prospects for you (bird dogs/referrals).
- Develop methods of personal advertising designed to keep your name before buyers.
- Use the cold call prospecting script to located new prospects. Follow up with that prospect systematically until they decide to buy.
- "Create" business by developing "HOT" prospects from suspects ex., people who possibly should trade, but as of yet have not considered it.
- Use direct mail, email, and other forms of communication regularly (up-cards, sold customers, etc.).
- Use the telephone and/or computer daily to follow up on unsold "HOT" prospects attempting to obtain appointments. Get your manager involved after the third contact – giving him/her the opportunity to assist in setting an appointment.

- Work with sales associates.
- Work with the service, parts, and collision center departments in accordance with dealership policy.
- All prospects acquired by salespeople during employment shall be the property of the dealership and will be retained by the dealership in the event you terminate your employment.

C. Selling

- Develop a thorough knowledge of company sales and credit policies for the new and used car department.
- Develop and/or maintain a good face-to-face relationship with customers, prospects, and fellow workers.
- Become thoroughly familiar with the current new products, including new features for the year and features added in the past four years. Be able to explain the benefits of new features, specifications, prices, colors, options, accessories, models, series, and standard equipment.
- Become familiar with competitive products, ex., equipment, prices, models, series, and trading policies.
- As a professional salesperson, you are expected to meet people well under all conditions and establish a good face-to-face relationship.
- Learn to investigate properly to identify “HOT” prospects, buying motives, choice of vehicle, and the best sales approach.
- Develop a feature, advantage, and benefits presentation for new and/or used vehicles, tailored to the interests and needs of your customers.
- Know how to close a sale properly:
 - Use at least seven closing techniques effectively
 - Be profit minded in closing
 - Ask for help in closing when necessary
- Make an effective delivery
 - Follow the details of every sale you make, ex., paperwork, financing information, stocking in the used cars
 - Thoroughly check every automobile you sell prior to delivery. Make sure everything is functioning properly and go over the check sheet for vehicle delivery.
 - Introduce your customers to a Service Consultant or the Service Manager before or immediately following delivery of every vehicle you sell. Introduce the customer to the dealership – service, parts, fast track, and collision.
 - Understand that business is built on customer satisfaction. Devote yourself to guaranteeing satisfaction to your customers.