



→ Automotive Retail Sales

Role Description

In order to deliver the lifestyle aspirations inherent in the automotive marketplace, the Automotive Retail Sales role requires the deployment of professional sales techniques – in a showroom, over the phone and via e-media – to identify and engage with customers and prospects to deliver a specific brand proposition.

This involves qualifying the prospect and opportunity according to company or marketing guidelines while effectively communicating the offering, in terms and in a way that is comfortable and relevant for the prospect; handling objections through active listening and objection-handling techniques; closing the sale in a manner that creates customer delight; maintaining contact with previous prospects or clients in a way that motivates repeat business and reliably achieves all goals and targets set.

Abilities

Candidates for Automotive Retail Sales roles require a range of capabilities to perform this role including the ability to:

- **Prospect** vigorously to identify opportunities directly on the phone, or generate call backs, from other own, or company lead generation activities.
- **Work** in a fast-paced environment, yet still deploy effective and professional sales techniques to engage and qualify prospects.
- **Develop** quickly a good understanding of the customer's buying motivators and match your most appropriate offering to them, so that it fulfils or exceeds them.
- **Use accurate** and reliable qualification approaches, techniques and tools to minimize wasted sales time and maximize number of prospects entering the pipeline.
- **Communicate** well with prospects, in an engaging way, using language, terms and a style that is both familiar and comfortable to them.
- **Handle** objections effectively through appropriate use of active listening and objection-handling techniques.
- **Close** sales, or meetings, as appropriate.
- **Reliably** achieve all goals and targets that may be set from time to time.

AMERICAS

SalesAssessment.com Limited,
1800 JFK Boulevard, Suite 300, Philadelphia,
PA, 19103, USA

t: (888) 991-9891

e: inquiries@salesassessment.com
www.salesassessment.com

EMEA

SalesAssessment.com Limited, Longcroft,
Church Lane, Arborfield, RG2 9JA, UK

t: +44 (0)207 078 8818

e: enquiries@salesassessment.com
www.salesassessment.com