

Car Sales Manager Job Description

Duties and Responsibilities:

- Conduct survey to identify potential customers interested in making vehicle purchase
- Reach out to clients through calls, home visits, and arranged meeting to spot their needs/preferences
- Elaborate and display vehicles features, specifications, and capability to meet customer requirements
- Assist clients in selecting a suitable automobile that suits their specifications and preference
- Conduct price negotiations to strike a favorable bargain optimal for both client and manufacturer/dealer
- Carry out inspection of automobiles to ensure it is in top shape for sales and client use
- Employ their up-to-date knowledge of vehicle features/characteristics in addressing client misconceptions or inquiry about a model
- Maintain contact with clients to ensure an opening for future business proposals and sales offers
- Oversee the closing of sales deals ensuring explanation of vehicle warranty terms, completion of sales contracts, payment and delivery of auto units
- Present regular reports to management on sales activities and maximized profits
- Oversee the merchandising and display concept of vehicles in an auto sales shop to ensure it stimulates purchase
- Monitor vehicle inventory and ensure timely supply of orders
- Assist with resolution of customer issues with purchased cars
- Responsible for the training of fresh car sales employees
- Attend auto sales events and conferences to increase contact network and improve on sales knowledge.

Car Sales Manager Requirements – Skills, Knowledge, and Abilities

- **Education and Training:** To become a car sales manager, you require background knowledge and experience in the field of sales preferably as a sales representative. With at least a high school diploma and necessary experience, you are qualified to secure the car sales manager job. Most employers usually provide training to new recruits to bring them up-to-speed on work operations
- **Negotiation Skills:** Car sales managers are well versed in conducting negotiations with clients to reach a profitable bargain for a dealership
- **Persuasive Skills:** They are able to convince clients to make purchases despite reservations
- **Mathematical Skills:** Car sales managers are good with numbers and they employ this knowledge when conducting sales negotiations and closing sales deals.