



How to use this guide

The HR Toolkit Job Descriptions are provided as a generic overview and guidance, they are not definitive examples of any role within the automotive retail industry. Please feel free to copy and paste the format and then tailor to the specific requirements of your business.



Sales Executive

About the business: [*Tell candidates about your business for example: when it was formed, scale of your operation, any awards received, what you actually do and any future plans you can share*]

Job title: Sales Executive

Location: [*Candidates expect to know where they will be based geographically*]

Reporting to: [*Candidates should know their reporting line*]

Salary expectations: [*Basic Salary ranging from £15k-£22k + OTE Commissions of £35k+, + Benefits*]

Reason for role: [*Candidates often like to know why the role is being advertised, it can help them to prepare for interview and potentially look to your business as a preferred employer. Reasons could include: expanding the team, development from within creating an open role, expansion of the business, new role etc.*]

Role description: [*You must be clear on the main tasks of the job role, if you have split New/Used sales force, delete as appropriate*]

- The Sales Executive role focuses on the sale of new and used vehicles, finance products and accessories whilst utilising the company sales process to ensure maximum profitability.
- A large part of the Car Sales Executive position involves:
- Managing relationships with your customers, including keeping in regular contact with them, recording contacts through the DMS/LMS, informing customers about our products and forthcoming events, as well as maintaining a “customer focused” attitude.
- Dealing with new enquiries in person, by phone and email; prospecting; attending product launches and other events; maintaining your own enquiry database; assisting colleagues throughout the business
- Establishing and maintaining an exceptional level of product knowledge through manufacturer and company led training.
- Working to targets whilst administering various parts of the customer journey and sales process including regulated finance products

Generic Job Roles: Sales Executive

- Ensuring the forecourt and/or showroom and stock is presentable and conforms to company and manufacturer standards

Person specification: [*This details what you are looking for in a candidate e.g. their experience, personal attributes and other key factors such as working to targets. When advertising for Sales Executives specifically, you need to adjust the person specification as to whether or not you are looking for someone with sales experience and/or automotive experience*]

- Experience in sales is preferred but not essential as full training will be given
- The ability to quickly build great customer relationships
- Knowledge of regulated financial products is preferred but not essential
- Positive attitude, driven by agreed KPIs and set targets
- Numerate and good at thinking on your feet whilst problem solving
- You thrive in a fast-paced environment and work well in a team
- An interest in, or knowledge of the automotive/financial industry
- Competent using various forms of technology and software
- Full, clean UK Driving License

Key Benefits: [*You may want to highlight key benefits e.g. competitive salary, company pensions, bonus, holiday allowance, training and development opportunities etc.*]

Benefit packages can include:

- Company demonstrator car [*subject to probationary period*]
- Discounts on new and used car
- Contributory pension scheme
- [XX] days holiday
- Award winning In-house and manufacturer training
- Great career development opportunities

Seniority level: [*Candidates will look to this to see if they are at the right level in their careers in order to apply*]

Entry Level/Junior/Experienced/Middle Manager/Senior Manager/Director Level

Note: Additional tasks may be assigned from time to time that should not make material changes to the employee's responsibilities. This job description does not constitute a contract of employment.