

## Vehicle Salesperson

A vehicle salesperson sells new cars and buys and sells second hand cars, motorcycles and vans.

### The Work

You could be:

- greeting customers and discussing what type of car they want
- telling customers about the features of various vehicles
- arranging test drives and accompanying customers on them
- arranging terms of sale — this can involve discussing complicated financial options
- negotiating trade-in price for the customer's old vehicle
- telling the customer about any optional extras such as after sales service or accessories
- doing a final inspection of the vehicle and checking paperwork before delivery
- buying second hand cars at auctions or advertising in trade journals
- maintaining presentation of the showroom forecourt.

### Pay

The figures below are only a guide. Actual pay rates may vary, depending on:

- where you work
- the size of the company or organisation you work for
- the demand for the job.

As a vehicle salesperson you could start off earning between £18,000 and £20,000 a year. With experience it could rise to £35,000 to £50,000 a year. There is normally a basic salary and you can earn more through bonus schemes and commission on sales. A company car is normally included.

### Conditions

- You will work in showrooms and offices, but will demonstrate cars outdoors.
- You work around 40 hours a week but have to work evenings and weekends, the busiest trading times.
- You will probably have to meet sales targets every month.
- Your pay will vary because some of it will be from commission on sales.

### Getting In

- You do not need formal qualifications but a good general education is useful. Customer service skills are more important.
- You need a clean driving licence.
- Sales experience from any industry is useful.

### What Does It Take

You should be:

- interested in and knowledgeable about the product you are selling
- an excellent communicator
- smartly presented
- persuasive and a good negotiator
- self-confident and outgoing
- self-motivated and determined
- able to do calculations, complete paperwork and keep accurate records
- able to stay calm when working under pressure to meet sales targets.

## Training

- Training is mostly on the job.
- You could study for the SVQ in Retail (Sales Professional) at SCQF Level 6.
- You may work towards the IMI Sales Accreditation. This involves sitting practical exams and completing online knowledge tests to become a Technician. There are two levels of job roles within IMI Accreditation Sales: Sales Executive and Senior Sales Executive.

## Getting On

- Promotion may depend on your sales record.
- In larger companies you can move into sales management and then into general management.
- Some car salespersons become self-employed.

## Contacts

### **Institute of the Motor Industry (IMI) (Scotland)**

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Website: [www.theimi.org.uk/local/imi-scotland](http://www.theimi.org.uk/local/imi-scotland)

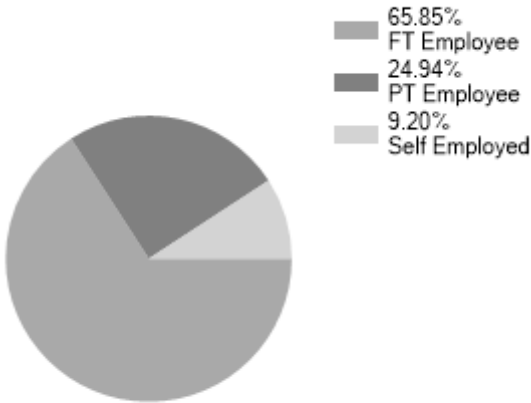
Website (2): [www.autocity.org.uk](http://www.autocity.org.uk)

Twitter: @The\_IMI

Facebook: [www.facebook.com/theimipage](http://www.facebook.com/theimipage)

Statistics

Employment Status UK %



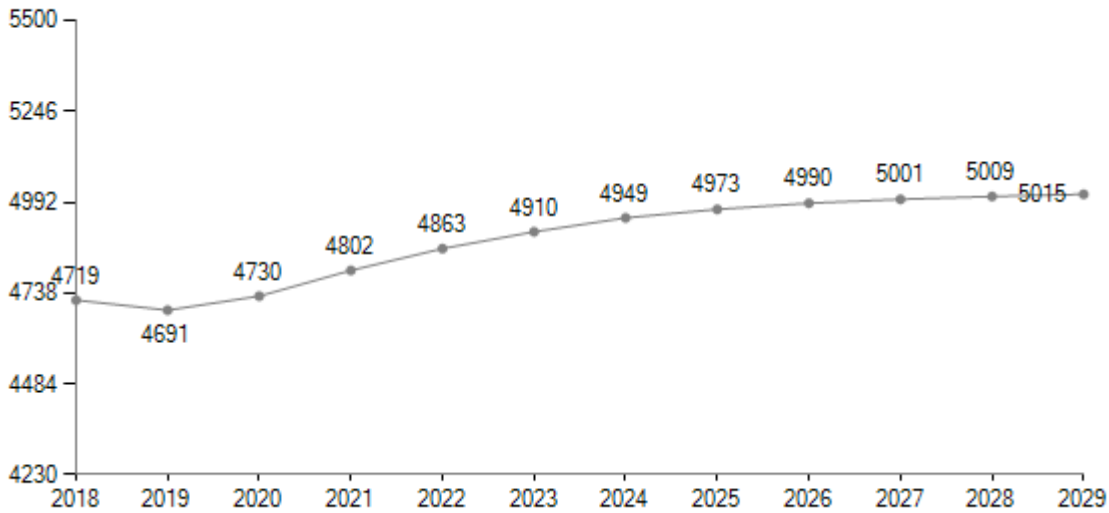
Past Unemployment - Scotland

Date	Unemployed
Dec 2018	1.11%

LMI data powered by [EMSI UK](https://www.emsi.co.uk)

LMI data powered by [LMI for All](https://www.lmiforall.com)

Predicted Employment in Scotland



LMI data powered by [EMSI UK](https://www.emsi.co.uk)