

VEHICLE SALES ADVISOR

Role Overview

In a rapidly changing automotive market, Sales Advisers help customers navigate choices, from traditional vehicles to electric and hybrid options. This role combines product knowledge with customer service to deliver tailored solutions that meet individual needs.

Working as a Sales Adviser means building trust, understanding customer requirements, and guiding them through the purchasing process with professionalism and expertise.

Key Responsibilities

- ✓ **Engage with customers to assess needs and recommend suitable vehicles or services**, including electric and hybrid options, finance packages, and aftersales support.
- ✓ **Deliver detailed product presentations**, explaining technical features, performance benefits, and sustainability credentials clearly and confidently.
- ✓ **Manage the entire sales process from initial enquiry to final handover**, ensuring accurate documentation and compliance with financial regulations.
- ✓ **Maintain CRM records of customer interactions**, preferences, and transactions to support personalized service and follow-up.
- ✓ **Collaborate with service teams to coordinate vehicle preparation**, delivery schedules, and aftersales care.

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- ✓ **Achieve sales targets** while upholding ethical practices and delivering exceptional customer experiences.
- ✓ **Keep up to date with market trends**, new vehicle technologies, and regulatory changes through CPD and manufacturer training.

Sales Advisers can specialise in a variety of areas, tailoring their expertise to meet customer needs. You might focus on a single brand at a main dealership, represent multiple brands within a group, or work across a diverse range of vehicles. Specialisms can include new car sales, used vehicles, Motability solutions, or the growing market for electric and hybrid models, giving you the chance to develop deep product knowledge and become a trusted advisor in your chosen field.

REAL VOICE: CHARLOTTE MUNDAY

"At 19, I joined Porsche as an administrator, however I quickly decided my ambition was to sell cars. I had an excellent and supportive manager who encouraged me immensely and became my mentor. At 21, I started selling Porsche.

The best part of my job is still being part of doing deals! I get to meet great sales teams and work alongside them, sharing my knowledge and best practice."

