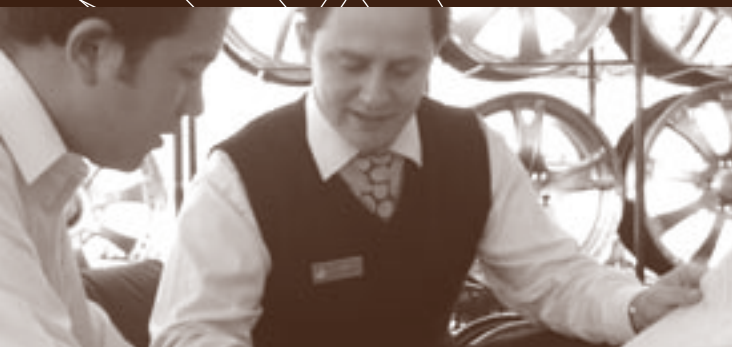


The job of a Sales Consultant can be a challenging and gratifying career. Sales consultants can get a real buzz out of closing a deal and establishing long term customer relations. Sales can be a highly rewarding and exciting pathway.

Automotive Sales Consultant



VACC



Australian Government
Department of Education,
Science and Training
National Skills Shortages Strategy

What sort of things do Automotive Sales Consultant do?

- Inspect, prepare and present automotive stock for sales,
- Provide advice and service in establishing customer relationships,
- Apply sales procedures taking into account the legal requirements relating to automotive sales,
- Provide valuations on vehicles.

Where do Automotive Sales Consultant work?

- New and used automotive dealerships
- Farm machinery dealerships
- Parts specialists
- Automotive wreckers
- Marine retailer and wholesalers
- Bicycle retailers and wholesalers

You would enjoy being a Automotive Sales Consultant if

- You have excellent communication skills
- You enjoy working with people from all different backgrounds
- You have a good level of English skills
- Are able to work within an environment with a high level of compliance
- You have an ability to think on your feet
- Enjoy problem solving
- Are highly motivated
- A good negotiator

What sort of Automotive Sales consultant can I be?

Tyre's– selling tyres and rims to suit specific vehicles and tyre fitting equipment

Light Automotive– working in a new and/or used car yard they inspect, prepare and present automotive stock for sale, provide advice and service in establishing customer relationships, apply sales procedures taking into account the legal requirements relating to automotive sales.

Marine– Usually working in a boat workshop or combined workshop and retail sales outlet selling marine products, developing customer relations and performing general administrative functions.

Parts– undertake activities like sales, stock control and administration in relation to automotive replacement parts such as engine, brake and transmission components, batteries, headlights and tyres and accessories such as seat covers, tow bars and car cleaning equipment.

Bicycles– working primarily in bicycle retailers selling bicycles and bicycle accessories, sales consultants can also work for bicycle manufacturers and wholesalers.

Aftermarket– Work involves identifying automotive parts and products, providing customer information, conducting sales, stock control, merchandising, packaging and operation of computer systems.

Outdoor power equipment– usually working in a workshop or combined workshop/retail sales environment carrying out a range of retail and business operations including sales.

Farm machinery– usually working in a farm machinery workshop or combined workshop and dealership selling products and machinery, developing customer relations and performing general administrative functions.

Commercial Automotive– usually working in a combined workshop and sales arena for commercial automotive products, developing customer relations, performing general administrative functions and sales.

Finance and Insurance– Working within a dealership or office, selling finance and insurance to customers for new and used vehicles. Additional training and licensing is required to work within this area.

Trade Facts What sort of training do you need?

Although training is not an essential to becoming an Automotive Sales Consultant there are Australian Apprenticeships in Automotive Sales.

The length of the training can vary and may involve on-the-job and off-the-job components. The off-the-job training is provided through Registered Training Organisations to the Certificate III level.

In both Western Australia and Queensland sales consultants need to be licensed to sell vehicles.

Smart Move

Automotive Sales Consultant may progress to positions such as sales manager, business manager and possibly a dealer principal or business owner.

Being trained as an Automotive Sales Consultant would give you skills that are highly transferable to many areas of automotive sales and also many other industries.

How do I get a job as a Automotive Sales Consultant?

- Respond to advertisements in the paper or internet
- Refer to the 'Automotive Careers on the Move' flyer for more information and contact details in your state.

