



# NADA N399 Salesperson onboarding and training

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# Job Description/Roles and Responsibilities

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- **Summary**

- Reporting to the Sales Managers, the Sales Consultant will handle all customers promptly and courteously to ascertain and meet their vehicular needs. Salespeople will establish and maintain a satisfactory level of ongoing customer prospecting and achieve a satisfactory level of sales.

## **ESSENTIAL DUTIES:**

### **A. Customer Satisfaction**

- 1. Keep up to date on new and preowned inventory, and complete required training as assigned, within the timeframe assigned.
- 2. Take ownership of and successfully resolve problems

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- **B. Customer Development**
  - 1. Establish ongoing prospecting system to attract customers to dealership
  - 2. Ensure compliance with all Sales procedures including following established Sales Process, ensuring that proper product presentation is followed, and that every customer is properly Turned-over to F&I department
  - 3. Accompany customers on test drives
  - 4. Receive and process offers to purchase from customers
  - 5. Work with manager to achieve acceptable gross level on each sale
  - 6. Be present at all deliveries to customers and follow up within 72 hours
  - 7. Introduce all customers to a member of management before the customer leaves the premises
  - 8. Complete required quota of telephone calls.
  - 9. Participate in all Lead Generation initiatives set-out by Management





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- **C. Sales Duties**

- 1. Log all customer contact in DMS and follow up on customer "walk-outs"
- 2. Keep on-duty manager aware of all vehicles (stock #) that are removed from premises, including completing a Vehicle Pass for all vehicles leaving the premises, signed-off by a Manager
- 3. Keep manager always apprised of whereabouts
- 4. Practice and maintain proper telephone technique
- 5. Keep up-to-date with all available inventory
- 6. Help maintain the lot including (but not limited to) parking vehicles, cleaning vehicles, gassing-up vehicles and assisting in snow management
- 7. Picking up inventory whenever possible from other dealerships, and storage lots
- 8. Complete assigned tasks on time
- 9. Attend all meetings as required
- 10. Assist other sales people as required
- 11. Assist in securing of premises at end of workday
- 12. Maintain proper dress and deportment
- 13. Maintain workstation in a clean and orderly manner
- 14. Communicate with and support other areas of the dealership
- 15. Assist with unforeseen & emergent issues as required

# Job Description/Roles and Responsibilities



- **D. Accountability:**
- Performance standards for this position are met when:
  - 1. Monthly unit sales objective, established in conjunction with the Sales Manager, is met
  - 2. Average monthly gross profit per unit sold target is \$2,000
  - 3. No complaints are received from customers about how they were treated
  - 4. Monthly closing ratio of 30% or greater is met
- *\*This list is not necessarily an exhaustive description of the duties and responsibilities associated with the job. Other duties or responsibilities may be required, as per Management discretion\**



# Recruitment and onboarding

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The Hiring Process is made up of several steps which could be summarised into two components. The first one is, Job Recruitment and the second one is On-Boarding.

- Offer Letter is extended to the incumbent
- “Workstation” is assembled prior to incumbents’ arrival. Such as business cards, software program accessibility, ensure email address is included in general email blasts, pens, etc.
- New Hire Package completed confirmed by referring to the New Hire Checklist
- The GM will make a point to physically, introduce themselves to the new hire.
- Orientation is instigated to familiarise the new hire with the workplace including colleagues, department and the workplace in general. Additionally, the Hiring Manager will guarantee that the new hire is included in social gatherings during work hour and after hour.
- New Hire undertakes training i.e., Workplace & Violence in the Workplace, Sales Training 101, Brand Familiarity i.e., Trim Level
- Incumbent is “Buddied” with a Senior Sales Professional
- Upon completion of their first day, the hiring manager will review to see how their first day went.
- Weekly follow ups by the Hiring Manager with the new hire to ensure the orientation is going smoothly.



# 3-year training plan

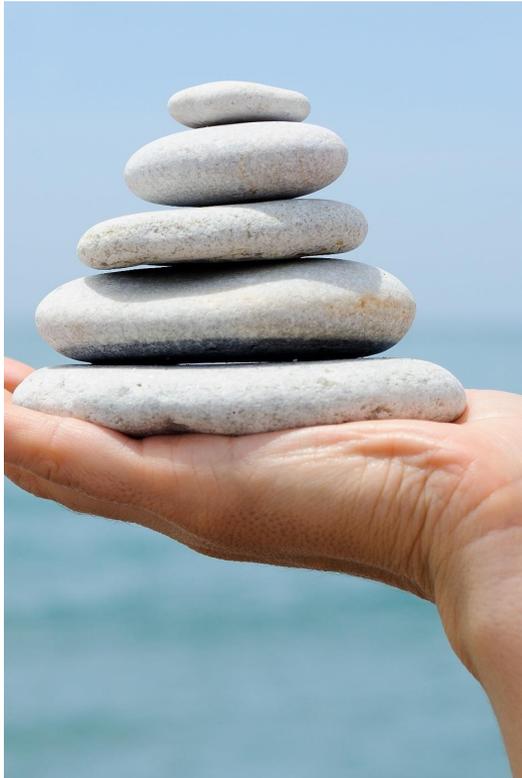
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- Year 1
  - Week 1- Study Online courses for Provincial License or State License (if applicable)
  - Week 2- Book & Complete License Test
  - Week 3- OEM Online Product Knowledge Courses
  - Week 4- Mentoring by Senior Salesperson (Basics of Selling)
  - Week 5- Mentoring from Sales Management (dealership objectives)

## Continued Monthly Training Year 1

- Join weekly Dealership Sales Team training – driven by Management Team
- OEM Quarterly Product Knowledge Training (maintain 100% completion)

# 3-year training plan



- Year 2
  - Employee Annual Training Review
  - Establish Year 2 Training objectives
  - Training on Dealership Orphan Lease Portfolio
  - Training from Dealership Partners (Products and Development) ie: onsite or online
  - Cross-training for employee's growth opportunities within the dealership or dealership group

## Continued Monthly Training Year 2

- Join weekly Dealership Sales Team training – driven by Management Team
- OEM Quarterly Product Knowledge Training (maintain 100% completion)

# 3-year training plan

- Year 3
  - Employee Annual Training Review and skills assessment
  - Establish Year 3 Training objectives
  - Train on farming Salesperson's existing Lease Portfolio (Renewals)
  - Discover Salesperson's Career path
  - NADA courses for Salesperson's path based on review (path as Sales Manager, F&I, Service, Parts)

## Continued Monthly Training Year 3

- Join weekly Dealership Sales Team training – driven by Management Team
- OEM Quarterly Product Knowledge Training (maintain 100% completion)





## 3 year pay plan

- Year 1
  - 3 months guaranteed salary at \$3000 to allow for training both on manufacturing side of the business and at the Store level.
  - Month four assessment with coaching from Sales management to determine training path forward to aid in salesperson success plan.
  - Mentoring with senior salesperson for purposes of learning process, and how to build customer relationships.
  - Scaled pay based on average of 8 units a month at 20% commission.

# 3 year pay plan

- Year 2
- Following an annual review with management, review stage two in pay plan
- \$400 flats per unit, with the potential to earn 23% commission on deal the deal that gross over \$2500 front end.
- Volume bonuses paid quarterly, and a bonus based on achievement of sales targets
- To aid in the education and product knowledge from the manufacture tie bonus structure to garner max levels required.





## 3 year pay plan

- Year 3
  - Following an annual review with management, review stage three in pay plan.
  - \$400 flats per unit , scaled volume bonus on a achieved levels of 10 units and above changing commission potential from 23% to 28%
  - Adding finance spiffs for adding in total gross potential pvr
  - Continued volume bonuses to be paid however raised volume requirements based on experience and passed sales history. Adding new component of CSI as a requirement.



**Wrap Up**

Thank you

QUESTIONS?