

# Job Match Survey

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## *Automotive Sales Assessment Program*

Dear Participant,

This survey is being used to determine the key work activities and skills required to effectively perform the Automotive Sales position in your organization. **The information you provide will be used for research purposes only and will remain confidential.** Information on this survey will be reported to Employment Technologies Corporation, a human resources firm. The survey will not be retained in any personnel file and should not be confused with any official personnel documents.

The survey will take approximately 5 to 10 minutes to complete. Once you have completed the survey, please return it to your administrator.

Thank you for your participation.

*Please check the box below that best describes your job:*

- Automotive Salesperson
- Supervisor of an Automotive Salesperson
- Other (please specify) \_\_\_\_\_



**Instructions:** Please read each statement below. Check the box that best describes how essential the activity is to overall job performance in the Automotive Sales position.

<u>Work Activity</u>	<u>Essential</u>	<u>Somewhat Essential</u>	<u>Not Essential</u>
1. Greets customers and introduces him/herself to establish rapport.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Listens to customers as they describe their vehicle needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Asks questions to determine vehicle options and/or features needed by customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Describes vehicle options and features that appear to meet customer requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Responds effectively to questions or objections voiced by customer during sales presentation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Maintains knowledge of company information (e.g., technical materials, warranties) and applies this information to answer customer questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Uses customer's name during conversations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Explains the benefits of products and services to customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Identifies and suggests additional products or services that may benefit customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Provides clear, accurate answers to customer questions regarding vehicle options/services (e.g., warranty coverage, general customer information).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Decides appropriate sales steps based on customer qualifications.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Arranges for customer to talk with supervisors, service personnel, or others when necessary or requested by the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Follows up with customer after the sale to determine whether vehicle is meeting expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Maintains a working knowledge of commonly used technical terminology, acronyms, and abbreviations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Makes sales presentations to customer and adapts presentation style/content to reflect their characteristics (e.g., knowledge base, education, acceptance level).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Asks open-ended questions or engages in 'small talk' to develop rapport with customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Exchanges sales and marketing information with other dealership personnel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Obtains sales referrals from existing customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Instructions:** Please read the definition for each skill listed below. Check the box that best describes how essential the skill is to overall job performance in the Automotive Sales position.

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<u>Skill</u>	<u>Essential</u>	<u>Somewhat Essential</u>	<u>Not Essential</u>
<b>Sales Presentation:</b> To establish rapport with the customer, to persuade the customer regardless of the objections, and to adapt the sales presentation to the customer's needs or demands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sales Analysis:</b> To perceive and understand the requests and objections of the customer, to qualify the customer during the sales process, and to decide when specific sales steps should be used during the sales process.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sales and Marketing Follow-up:</b> To organize and plan sales activities, to obtain sales referrals from existing customers, to exchange sales and marketing information with other dealership personnel, and to follow-up with customers after the sale.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Technical Knowledge:</b> To read and understand technical material, auto warranties, and consumer information, and apply this information to answer customer questions and/or resolve customer service problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please check the box that best describes the percentage of the Automotive Sales job covered by the skills listed above.

- 0 to 20%
- 21 to 40%
- 41 to 60%
- 61 to 80%
- 81 to 100%