

Overview of 5 Main Responsibilities

1) **Proper delivery with full disclosure**

- give a professional presentation that delivers full understanding
- make sure you maintain a non-confrontational approach
- full disclosure is not an option – it is a must

2) **Have properly executed paperwork**

- you need a systematic order in which you complete the paperwork with each customer
- properly executed paperwork determines cash flow
- cash flow is the lifeblood of a dealership
- saves time and frustration by not having to re-contract

3) **Provide competent lending assistance**

- you must have a rapport with your lenders
- you must understand lender's parameters
- you must be able to explain the advantages of financing with you

4) **Increase dealership profits**

- you have to be able to sell things that customers don't always feel they need
- you have to develop trust in 30 minutes or less
- you use your communication skills and product knowledge to deliver profits to the dealer while still maintaining customer satisfaction

5) **The continuing education of salespeople**

- you must educate them on the information you need
- in the process of training salespeople you gain their trust and confidence
- continuing education of salespeople helps you immensely in accomplishing to your other main responsibilities