

## **Should You Consider Automotive Sales as a Career?**

### **Here are the facts good and bad:**

Over the years public perception of car salespeople has been generally negative. There are contributing reasons for this. One is that most states have no formal regulation in terms of licensure, continuing education or best practices (code of ethics). The second is greed. TV ads speak of best deals, having your vehicle in stock, bad credit? No problem! I etc. Most of the advertising still centers on the transaction and not the customer's individual circumstances, needs, or personal goals. Most dealers see this as all about profit today!

You'll notice that dealers run blanket ads to attract new hires, online or in the newspaper. Most will rush the new hire into duty without proper training or real understanding that old ways of selling won't sustain. They'll have you contact all the people you know over your first few months, mysteriously all your commissions come back at \$100 per car sold and when the list comes to an end, most salespeople ultimately rely on the unpredictable flow of floor traffic.

Sadly 81% of people hired to sell automobiles this year won't be here in twelve months. To make matters worse dealers recognize this and plan for the impending turnover- running yet another ad to continue the self-fulfilling prophecy.

We routinely hear dealer managers and principals say that turnover comes with the territory. If that is the case why do some dealers retain 90+% of their staff while others are a virtual revolving door? The answer is simple; competent business managers know that turnover costs up to ten times more than developing an employee right the first time. Developing and retaining personnel has more of an impact to the long-term success of a dealer organization than any monthly push for sales revenue.

The reality of this was most certainly a contributing factor to the number of dealer closings during our recent recession. Successful dealers go out of their way to see their salespeople and managers succeed. It's no accident that happy, financially satisfied employees tend to stay at their jobs. So if you are planning to succeed shouldn't you look at a dealer that views you as an asset versus a commodity?

### **How we make it right**

ASTS was formed eight years ago. Our goal was to identify and partner with dealer organizations that develop and care about their employees. Our dealer clients take it personal if an employee leaves their organization. Our dealer client consortium will invest and develop its sales staff, preparing them to succeed. Our hires are encouraged to build a clientele, maximize commissions and advance in the organization or dealer group.

In short, ASTS operates against the grain in an unregulated industry but for all the right reasons. This is why our annual retention rates are consistently three times the industry average. Where there is persistence, process and integrity there will be success.