



## How to Get Retail Automotive Jobs

Are you looking for [top retail jobs](#) that pay well and allow you to mingle with a diverse group of people? If that's the case, then [automotive retail jobs](#) may be the best possible choice for you. Although not everyone is perfect for working in this industry, those that are can stand to do quite well for themselves. Below are some tips and ideas that can help you find automotive retail jobs available in your area.



### Get an Education

Before you can hit the lot and start selling cars, you really do need to secure a decent educational background. For one, your communication skills have to be good. If you don't know how to speak to people with poise, confidence, and professionalism, you'll have a hard time making a sale. If you're serious

about going into these [local retail jobs](#) as a career, consider taking some communication courses at a community college or even getting a degree. While you're in college, you might want to brush up your sales and marketing background, too. These classes can tell you a lot about buyer psychology and how to close a deal effectively.

Of course, most of the car companies will not require you to have a degree. However, having a background in sales and communications can give you an advantage over other applicants. Plus, if you have this background you may have a better chance of getting a promotion to management.

Develop Excellent People Skills [All retail jobs](#) require people skills. However, these skills are probably even more important when it comes to automotive local retail jobs because your financial earnings are going to be based on your ability to win over customers with your personality. If you can't do it, you won't close any sales and your earnings are going to be very limited.

The question is how do you develop these amazing people skills? Well, some would argue that you have to be born with these abilities. However, that's not always the case. While it helps if you are a naturally outgoing person, you can also practice the abilities it takes as well. Make it a point to smile and talk to strangers throughout your daily life. Strike up conversations with people while you are waiting in line with at the grocery store, the post office, etc. If you get in the habit

of doing these things, you'll be more capable of doing them when you are on the job.

### Understand Your Industry

When you are working in the car industry as a salesperson, you need to first know a little bit about that industry. The more you know about the product you are selling the better able you will be to talk about that product in an educated and professional way. When customers have questions, you can answer them honestly and completely without having to fumble for an answer and seem less than credible. Plus, you'll be better able to dazzle the person doing your interview. Before you go in for that interview, be sure you study up on the type of cars you'll be selling. If you are going to be working on a Toyota lot, for example, be sure to know which of their cars are selling the best, what cars they are preparing to launch, and more.

### Search the Internet

If you are content to stay in your local area, you might be able to find available automotive retail positions just by checking the classified ads in your newspaper. However, if you want to get the broadest exposure to openings in and around your area or even further away so you can relocate, the Internet is going to be your best choice for many reasons.

For one, you can find a wider range of jobs. Many companies do not waste time going through classified ads because they can't reach a large enough audience that way. Instead, they go online because they want to reach millions of prospective employees.

Another benefit is that most job search sites will allow you to set up your criteria and will send you email updates and notifications when jobs matching those criteria are posted. That means you'll be able to apply for the position immediately and can get your foot in the door before the competition.



## Retail Career Feature

Finally, you'll have the convenience of doing your job hunt from the comfort of your home. That's also great if you're currently employed elsewhere but are looking to make a change. Remember this can also be a good way to find a higher position in the [automotive retail industry](#).

If you're interested in pursuing these types of positions, be ready to spend some time working hard and persevering until you close your first sale. That can sometimes take time but if you keep working and learning from the more experienced salespeople, you'll be on the right track to being successful.

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