



Sales and F&I Trainer

Department: Trainer

Reports to: Vice President of Training

JOB SUMMARY

As a Sales and F&I Trainer you will handle the critical function of working with our dealership clients and sales reps to train and elevate their success for selling our products and services. You will be responsible for identifying performance gaps, conducting needs assessments, applying training tools/resources, providing feedback and coaching, and ensuring improved growth, development and effectiveness within the Sales/F&I department. This training includes, but is not limited to: field visits with SWDS sales reps, development through remote training, development assessments, and group presentations.

This is an opportunity to lead the world of consultative sales with a recognized leader in the auto industry, which offers the unique environment of being a highly reputable firm with more than 25 years of experience but also engaging in a start-up initiative to expand services and geographic reach.

KEY TACTICS

Classroom Instruction

- Provide classroom instruction for the Irvine, CA based 5 Day F&I Class and other retail sales and management courses
- Provide classroom instruction for in-dealership F&I Management and other retail sales and management courses
- Conduct any training as scheduled by the VP of Training

Proctor for Industry Certifications

- Conduct review and proctor exam for AFIP certification

Onsite Customer Training

- Conduct the specified amount of Performance Standards Achievement Training sessions in underperforming accounts

Internal Personnel Development

- Assist with Southwest Dealer Services personnel development
- Provide job related classroom instruction for Southwest Dealer Services employees

Training Organization & Development

- Maintain monthly contact with dealership personnel who have been trained by instructor
- Track and report trainee production figures
- Assists with other duties as assigned or directed
- Work with Corporate Training team on the design and development of curriculum.
- Continuous professional development of training skills and participation in company train-the-trainer programs.

Industry Knowledge

- Educating internal colleagues, F&I professionals and dealer owners on the F&I industry.
- Staying aware of evolving industry and product changes and associated legislative compliance issues.
- Attending networking & sales events, trade shows & client events as requested.

REQUIREMENTS

- Strong persuasion, presentation, and public speaking skills
- High School Diploma required; College Degree Preferred
- 3 to 5 years of retail automotive experience; F&I/Sales Manager Preferred
- Up to 70% travel
- Complete and graduate from our 5 Day SWDS Training Class
- Show evidence of retail automotive business acumen
- Show evidence of sales skills and the ability to make appropriate and sound business decisions.
- Have strong sense of business ethics and must be able to interact well with clients and customers.
- Be a good people person and be able work well with all levels of staff and management.
- Have strong platform skills
- Working knowledge in Microsoft Word, Excel and PowerPoint
- Will be required to maintain a home workspace; laptop, tablet and cell phone will be provided



BENEFITS

We offer competitive compensation; comprehensive benefits package including health, dental, vision; company paid life insurance, AD&D, short- and long-term disability plans; 401(k) match, adoption assistance benefits and much more. We also provide a very generous time off package, including holidays, vacation, personal & sick time.

We are an Equal Opportunity Employer and do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, and basis of disability or any other federal, state or local protected class.

HOW TO APPLY

In order to earn an interview, you will need to provide us with more than the typical cover letter and resume. We want to see you in action and know that you not only fit our organization, but have the skills for what we are looking for.

In addition to a resume and salary requirements, please provide a response to the following:

Tell us what makes you the stellar sales and F&I Trainer that we want to hire.

Please send your application via e-mail to: Pete Velau peter.velau@swds.net

We anticipate filling these positions quickly so timing is of the essence.