**Job Description**

**Job Title:** Certified Technology Expert

**Department:**

**Reports To:**

**FLSA Status:**

**Prepared By:**

**Prepared Date:**

**Approved By:**

**Approved Date:**

**Revised Date:**

**SUMMARY**

**ESSENTIAL DUTIES**

The certified technology expert (CTE) advises customers on vehicle infotainment, comfort, and safety systems with special attention to features, benefits, functionality and information.

Essential Duties include the following. Other duties may be assigned.

Gathers customer information as it relates to their smartphone, Bluetooth-enabled devices, and GPS needs.

Demonstrates features and functionality of on-board systems including radio, comfort and convenience, and safety.

Sells available subscription services.

Conducts sales and service training for consultants.

Intervenes in any customer dissatisfaction situations that arise due to technology.

Attends any manufacturer or aftermarket training available.

Offers value-added services such as loading customers' music collection on flash drive if vehicle has USB capability.

Participates in the delivery process of new and used vehicles trying to “wow” customers with “how to” information.

Is dealership “go to” person for all tech questions and inquiries.

Is proactive in sales to service handoffs of customers.

Follows up on internet and website customer inquiries on technology questions as related to the products represented by the dealership.

**MARGINAL DUTIES**

Marginal Duties include the following. Other duties may be assigned.

Participates in community activities with product knowledge and informational sessions.

**SUPERVISORY RESPONSIBILITIES**

**QUALIFICATIONS**

A successful Certified Technology Expert needs the product knowledge, professionalism, and empathy that customers look for today. Communication is extremely important in a sales department as it contributes to team-building with service and the General Office.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE**

Automotive Marketing Degree

Retail experience helpful

**LANGUAGE SKILLS**

Bilingual is a plus

**MATHEMATICAL SKILLS**

**REASONING ABILITY**

**CERTIFICATES, LICENSES, REGISTRATIONS**

Manufacturer Training

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.