



## **Sales Associate - Private Seller**

### **Job Description**

#### **Role Description**

The Sales Associate - Private Seller role at Peach Cars specializes in handling customers interested in selling their cars. As the Sales Associate for Private Sellers, you will ensure our customers have a seamless and satisfying experience selling their car with Peach Meaning, you will build relationships with sellers, understand their unique needs, and deliver an excellent customer experience via strong communication and care.. This individual will serve as the main contact point for customers, addressing inquiries, resolving issues, and maximizing customer satisfaction throughout the car selling journey. This is one of the most important roles at Peach as without supply; we cannot generate demand. Therefore, it is one that must be approached with focus, care and commitment to outcomes.

#### **Duties and Responsibilities**

##### **Relationship Management**

- Establish and maintain strong relationships with customers looking to sell their cars.
- Act as the primary point of contact for sellers, guiding them through the selling process.
- Understand the unique needs and preferences of individual sellers.
- Address inquiries promptly, ensuring a transparent and informed selling experience.

**Result:** No customer complaints; management of relationships are consistent and steady - (i.e. no major backlog)

##### **Support Car Sales**

- Assist sellers in listing their vehicles, ensuring accurate and compelling representations.
- Provide guidance on pricing strategies based on market trends and vehicle conditions.
- Coordinate and facilitate the negotiation and closing of sales transactions.
- Clearly communicate the selling process, terms, and conditions to sellers.
- Educate sellers on the platform or service features, benefits, and additional offerings.
- Handle and resolve seller concerns, inquiries, and disputes in a timely and effective manner.
- Collaborate with internal teams to address technical or operational issues affecting sellers.
- Provide regular reports on key performance indicators related to the selling process

**Result:** Healthy conversion of vehicles being sold with Peach; data is filled accurately and timely; no customer complaints

## Requirements

- Bachelor's degree in Business, Marketing, or a related field.
- Proven experience in account management or customer success
- Excellent communication and interpersonal skills.
- Ability to guide customers through complex processes with empathy and clarity.
- Knowledge of CRM tools and sales management software.
- Customer-centric mindset with a commitment to delivering exceptional service.
- Negotiation and sales skills.

## Peach Core Values

Peach Cars is a values-driven organization. If you are interested in this role, please be prepared to speak to the following values, including how you understand them and would put them into practice in your efforts day-to-day.

- Ownership ~ Complete work is the expectation; going above and beyond is who we are and what we do
- Respect ~ Communication is key and this is always done in a respectful manner, no matter how difficult; as a team, we may disagree but we commit
- Challenge ~ As a company, we are anti comfort zones; Peach is a place for learning and growth

Please write to [careers@peach-technology.com](mailto:careers@peach-technology.com) with the title, “**Sales Associate - Private Seller \_Your Name**” with an attached CV and an answer to the following question in 300 words or less:

*Your role will be to generate a healthy pipeline of private seller vehicles at Peach. Explain three different approaches that you'd use to negotiate a fair price with the seller, ensuring that the vehicle is valued accurately for the market.*