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How much does a car sales manager make and what does a car dealership sales manager salary look like? The answers to these questions can be complicated due to the variations in dealership compensation plans. Since not all sales managers’ salaries are based on performance, it can be difficult to put a set number next to their wages. The good news is that we can look at information concerning the average automotive sales manager salary. In general, the average auto sales manager pay plan ranges between \$55,000 and \$65,000 per year. But others claim that the salaries for these managers can range between \$80,000 to \$120,000. So why is there such a large gap in the salary ranges? A car sales manager has a lot of say when it comes to the profitability of a car dealership. In fact, it’s one of the most influential positions in this line of business. That’s why dealerships are constantly looking for experienced and skilled managers who can move the needle in the store. The salary of a sales manager at a car dealership is often based on a percentage of the total revenue the business generates in terms of car sales. This involves the front gross which is the profit for the sale of a vehicle and the back gross which is the profit concerning finance products. One can expect several variations concerning these pay plans such as having a base plus a lower percentage. But the variations in pay plans usually stem from the dealership’s business model and what the store is looking to achieve. Some car sales managers who receive flat salaries may be less inclined to perform at higher levels than those who are incentivized based on profit. YES! It’s absolutely possible to earn more than \$100,000 per year as a car sales manager. However, it’s important to consider all aspects of a dealership’s pay plan, particularly the percentage you’ll receive from the total sales. Next, you’ll need to consider how many vehicles per month you’ll need to help sell in order to achieve your desired salary. By doing thorough research on a store’s volume and pay plan, you can get a sense of the kind of revenue that is likely to be generated. There are also creative ways in which you can help your staff increase sales volume and profits per unit sold. One such way is by engaging your team in daily skill development training. As your team sharpens their skills in lead management, transparent sales practices and a focus on customer satisfaction, revenue will increase. To do this effectively without having to make a significant time investment, look for a proven, self-contained online training program like the ones offered at the College of Automotive Management (CAM). The greatest challenges sales managers face when considering training for their teams are the investments of time and money. Finding a highly effective training program in which their salespeople can engage without taking time off work is paramount to the success of the training. It’s also essential for the training to be cost effective, giving them a good return on their investment. That’s why the College of Automotive Management developed a completely online training program that can be accessed from any device. 24/7. CAM has been training automotive salespeople, finance managers and car sales managers since 1992 with unparalleled success rates of their graduates. And by delivering training to car salespeople and managers via private-labeled SOAR LMS platforms, salespeople can train easily without taking time away from sales managers. Car Sales Managers certainly have the ability to make over \$100,000 annually, especially when they have the right skill sets and a good compensation plan. This is also true for used car sales managers when they know what to do. However, it’s also important to have the proper knowledge, skill sets and credentials for you to reach your goals. You can learn how to become a top sales manager for your dealership by investing in a proven Sales Management program like the one offered at the College of Automotive Management. This program is designed for those looking to earn a six-figure income as a car sales manager. And since automotive employers prefer to hire CAM-Trained Graduates, this can open a world of opportunity for you! Perhaps this kind of investment in yourself and your career can transform the way you approach your job. Or if you are already in a dealership management position, consider how this kind of training can improve sales and operations in your store. In fact, CAM offers special pricing to dealerships looking to train their team! Visit our website to learn more! Big Money With Little Effort! Or is it just the opposite...? Car salesman salary will vary from person to person based on each ones abilities and willingness. That's the boring answer anyway... We'll get to what you came here for, the real dollars and cents, in just a second.I'll show you average incomes for all sales abilities first and below that I'll explain how some car dealerships offer guaranteed salaries, how salesmen are typically paid and sales managers average incomes.Based on a car salesmans abilities, I'd estimate the average car salesman salary to be:Below Average - \$0 to \$15,000 annuallyIf a car salesmans salary falls in this range, they won't be employed long. This means they are under performing and not many dealerships will keep them around.As a salesman, you'd really have to try to fail to be in this range or be really scared to talk to customers.Shows Up To Work - \$15,000 to \$30,000 annuallyIf a car salesmans salary falls in this range, the salesman is probably not very good, but shows up to work, listens to their managers and follows all the steps to the sale.Average - \$30,000 to \$45,000 annuallyA car salesman in this salary range will usually rely solely on lot traffic to make their money. Unless a salesman has a really lucky year, they will probably always be stuck in this range.Half the time, I've found that car salesman limit their own income by being overly knowledgeable (usually about credit, financing, down payment,etc.) and trying to over educate a customer and or make decisions they shouldn't be making out on the lot.If you are a car salesman or looking to become one, do yourself a favor...Dumb yourself down! Trust me, it'll be an instant pay raise.Above Average - \$45,000 to \$80,000Car salesman in this salary range probably have a somewhat steady stream of referral business and don't rely solely on lot traffic.Over Achievers - \$80,000 to sky's the limitUsually very steady stream of repeat and referral business. Typically, very organized, plans ahead, knows their inventory, good customer service and can close a deal the same day.In my experience, the overall average car salesman salary falls in the \$30,000 to \$45,000 range.There are exceptions and big ones at that! I've known really good sales people that earn over \$200,000 a year. A really good salesman working at a higher end dealership (BMW, Mercedes, Lexus, etc.) can easily make \$200,000 a year.The top earner I've ever met was making over \$300,000 per year. Big money! He was an excellent salesman and new how to close a deal right then and there...How A Car Salesman Is PaidCar salesman don't typically get paid a traditional salary and are usually paid on a full commission basis. That's not a hard and fast rule, I've been paid a base salary before, but that's the norm.GuaranteesSome dealerships will offer a guaranteed car salesman salary to new car salesmen as an incentive to "come on board." This is becoming quite a bit more common.This guarantee is usually between \$2,000 and \$2,500 a month and is typically for the first 90 days.Typical Pay PlanThe most common pay plans that I've seen start a car salesmans average salary at 25% of the front end gross profit. So if the dealer buys a car for \$9,500 and does some repairs and a detail for \$500, they'll own the car for \$10,000. Most dealers will have a pack on top of that (a non-commission profit paid directly to the dealer) which varies, but usually falls in the \$500 range. This scenario the car salesman is starting with a base cost of \$10,500. Now let's say the sale price on the vehicle is set at \$15,995. Assuming the customer pays full price, that would be a \$5,495 front end gross profit, of which the car salesman salary, or commission, would be 25% or \$1,373.75. Wow! They make that much? Not quite. Deals like that don't happen as often as some might think.MinisWith new cars for instance, more often than not a car salesman will be paid a mini. A mini is a flat amount paid to salesmen when the commission amount is below the set "mini." Most dealers will have a mini of \$100. An example would be a car deal with a negative, or very small, front end profit. In this scenario, with no mini, the car salesman salary would be \$0 or next to it. Of course, not many people would be willing to sell cars for no money, so the dealership pays a mini to ensure the salesman earns something for their time and efforts. Minis are most common with new cars since "skinny" deals are very common.Keep in mind, the national average for car salesmen is roughly six to eight vehicles sold per month. Not many sales people are getting rich in this business, but can still make a comfortable living.Bonuses/SpiffsBonuses and spiffs can make up a substantial portion of a car salesmans salary. Most dealerships will have some sort of incentive for car salesmen to sell a bunch of cars. This usually comes in the way of increased commission percentages for a certain amount of units sold in a month. The most common I've seen, will up the car salesman salary percentage to 30% at ten sold units and go to 35% at thirteen to fifteen sold units for the month. This is usually retroactive and will pay the higher percentage all the way back to deal one for the month. In addition to a higher percentage, dealerships will usually pay extra bonuses, like the most common, a volume bonus; sell 15 cars in a month and get a \$250 bonus. Even bonuses for top sales or top gross sales for the month.There are also some quirky ones like a \$50 "spiff" for getting a customer to climb into the trunk of a car and close the door to demonstrate the glow in the dark child safety trunk release. That ones always cracked me up...[Additional Pages You Might Enjoy]The Car Salesman Dictionary: Slang WordsCar Dealerships 11 Steps To A Sale: How To Sell CarsVisitors Question About Becoming a Salesman: I Want to be a Car Salesman...Advice?Sales Managersand The Rest Of The CrewAs far as the management, their pay can vary widely depending on the car dealerships volume of vehicles sold.Sales and/or Desk Manager - roughly \$6,000 - \$12,000 a month.Closer - makes about the same \$6,000 - \$12,000 a month.Finance Managers - roughly \$5,000-\$12,000 a month.General Sales Manager - roughly \$10,000-\$15,000 a month.General Manager - roughly \$15,000-\$30,000 a month.For owners, their pay can vary even more. Smaller dealership owners can make a few thousand dollars a month, while owners of large dealerships can make up to, or more than, \$1,000,000 a year in pay. Higher volume car dealer = more money, lower volume car dealer = less money.Their pay definitely varies widely and typically depends on the size of the dealership. Although, not always true, the same could be said for car salesman salary; the more customers they see on a daily basis the better their chances of having a higher income.Return from Car Salesman Salary to more Car Selling Tips Return from Car Salesman Salary to Insider Car Buying Tips home Enjoy this page? Please pay it forward. Here's how... Would you prefer to share this page with others by linking to it? Click on the HTML link code below. Copy and paste it, adding a note of your own, into your blog, a Web page, forums, a blog comment, your Facebook account, or anywhere that someone would find this page valuable. In the United States or in the Global how much do car dealership Managers Make? Salary ranges vary on your qualifications, skills, certifications and many other things. Managing and owning a car dealership is both exciting and challenging. Auto dealerships are an important and integral part of the automotive industry. If you have good communication and convincing abilities and love challenging jobs, then you can try for a car dealership manager position. And its salary range is pretty high. When talking about performing car dealership work, you have to learn the fundamentals of dealership management. This guide will help you to find out how much do car dealership managers make. We also learn some strategies and paths to manage a car dealership program effectively and maximise ROI. Let's talk What is the Car Dealership Program? An automotive car dealership program is a business that helps customers purchase new vehicles for selling or leasing. Clients can easily take advantage of this dealership program. A car dealership program offers a range of services and solutions, including In recent years, the automotive dealership industry has seen significant growth. It's all about technological advancements and consumer behaviour changes. You must remember one thing: a car dealership manager handles all of this. What is a General Manager? General managers ensure a business or department functions effectively and perfectly. Those in this position perform an important organisational role in a company's leadership structure. Sometimes, he has to make some important decisions that directly affect the output. So, without any doubt, it is an important position for any organisation. If you enjoy guiding others to do their best work, a GM job may be perfect for you. Later, we will talk about how to be a perfect general manager, but now let's discuss other things. Other things like the wages of a general manager and the role of a dealership manager. What is the Role Of a Dealership Manager? The job of a car dealership manager is varied and complex. They must juggle many different responsibilities at once. In the meantime, I will also keep an eye on long-term goals and objectives. As a manager of a car dealership or fleet, your primary responsibility is to supervise the daily operations of the dealership. You must ensure that your car dealership manager gains some success in their leadership. A Dealership manager is responsible for Managing the sales team Coordinating with manufacturers Handling customer inquiries Implementing effective marketing strategies Conducting regular team meetings to discuss sales strategies, addressing challenges, and motivating the team In addition to these responsibilities, dealership managers also maintain an important role in dealing with financial stability and maximising profits. A car dealership manager is something like being the captain of a ship. You must guide your ship to reach its ultimate goal. You are responsible for running the dealership in the right direction and making appropriate decisions. Confirming that all departments work together harmoniously. It's a challenging role, you must admit. It that requires strong leadership skills, excellent communication, and a deep understanding of the automotive industry. How Much Do Car Dealership Managers Make - Total Breakdown So, it's a common question for anyone wanting to be a car dealership manager. So if you want to get the highest salary range in this section, you must be skilful. However, you have many responsibilities to handle to do this kind of job. At first, we have to clear that one thing. What is that? Dealership manager salaries depend on four simple things Levels of education Years of experience Skills Size and location of the dealership A dealership manager is a great way to get your foot in the door of the automotive industry. As a dealership manager, you will have the chance to work with different departments and learn many things. Most of all you will gain experience in how to deal with customers and how to sell cars. What do you need to become a dealership manager? Yes sir !!! You need a good understanding of the dealership program features and price. You also need to be updated with the latest technology and the latest trends in car products. How much does a dealership manager make in the USA? According to ZipRecruiter, the basic annual pay for a dealership general manager in the United States is \$130,333 a year. If you are from Berkeley, CA, New York City or Renton, you are in luck. Because they offer the highest salaries for car dealership manager jobs, let's check some of the other cities. how much does a car sales manager make a year? City Annual Salary Berkeley, CA \$159,552 Daly City, CA \$150,994 New York City, NY \$154,365 Renton, WA \$153,515 Santa Monica \$152,445 Gilroy, CA \$146,755 Boston, MA \$148,270 Many sites are well popular and famous for reviews. Basically, they gather information and reviews from employees or former employees about companies, salaries, and even job openings. Some of the top sites we can mention ZipRecruiter Payscale Glassdoor Indeed salary.com Let's find out how much do car dealership managers make according to the top online platform. According to the Top online platform Yearly pay for car dealership managers Ziprecruiter \$130,333 Payscale \$71,960 Glassdoor \$52-87k Indeed \$128,488 salary.com \$64,329 and \$82,420 Other than car dealership managers, there are a few other posts where you can find great salaries. According to ZipRecruiter High-paying car sales jobs position Salary Range (per year) Dealership General Manager \$51,500-\$192,500 Pre Owned Sales Manager (sales manager car dealer salary) \$162,500-\$187,500 Used Car Sales Manager \$75,500-\$152,000 Automotive General Sales Manager (Dealer manager salary) \$100,500-\$142,000 Fleet Sales Manager (Car dealer salary ) \$50,000-\$97,500 Automotive Sales Manager (Car dealership salesman salary ) \$62,000-\$132,500 Fleet Supervisor \$55,000-\$94,500 BMW Sales Consultant \$40,000-\$86,000 Car Dealership Sales Representative \$50,000-\$77,500 If we consider gender diversity, women are also interested in the dealership manager job sector. How to Become a Car Dealership Manager To effectively manage a car dealership program, you have so many responsibilities. Every day is a challenge for you. You have to maintain all those responsibilities. There are some limitations, too. Limitations like Dealing with different customers with different personalities and preferences High-pressure situations Stay updated with regularly changing market trends. We already know how much do car dealership managers make on average So it's time to know how to be one. Put them all aside, if you want to be a dealership manager, there are certain steps and qualifications you must fulfil. Complete Your Education Part The very first step to becoming a GM is to complete your required educational bachelor's degree. So, take some serious study on business, finance, marketing, and economics. Learn leadership in business studies. Sometimes, a high school diploma is the minimum requirement for car dealership employees requirement. Gain Some Experience In this field, work experience is necessary. Gaining some work experience with your friend helps you to be a better general manager. You can fulfil your initial stage with some internship. In this internship, you can learn many important things that can make a bridge in your successful career. This hands-on experience will set you apart from the competition. Earn Some Valuable Certificates By Taking some online courses. Online courses and certificates help you to increase your salary range in the working field. Here are some of the popular organisations that help you get your certificate Automotive Sales Professional Commercial Driver License (CDL) Certified Sales Professional (CSP) Sales Management Certified IT Consultant (CITC) Certified Professional, Life and Health Insurance Program (CPLHI) Building a Strong Professional Network professional Networking is a powerful tool for career advancement. Connect with professionals in the automotive sector through industry events, conferences, and online platforms like LinkedIn, Twitter, and other mediums. A professional network helps to open doors to opportunities and provide valuable insights. Understanding Sales and Customer Service A successful Car Dealership Manager must have a deep understanding of sales strategies. It prioritises exceptional customer service.It is time to Establish long-term relationships with customers is crucial for achieving success. Effective Team Management Leading a dealership team requires strong leadership skills. Now Create a positive work environment, encourage collaboration, and motivate your team to achieve their best. Effective team management contributes to the overall success of the dealership. Financial Management Understanding the basics of financial management is crucial for a Car Dealership Manager.To ensure the success of the dealership's finances, it is important to learn about budgeting, cost control, and financial analysis. Apply To General Manager Position Finally, when you have enough experience and knowledge about this sector, it is time to go job hunting. So take some serious preparation and be confident about getting the job. The application process for a GM position is usually different from an entry-level job or a newcomer. As it may involve different stages like group interviews and viva. You can use these interviews as an opportunity to show your skills. What Makes a Good Automotive General Manager Pretty much every automotive general manager wants to be a great and popular person through their employees. A great automotive general manager holds many skills and qualities in their everyday work. If you want to be a good car dealership manager, then develop this section. Take advantage of Technology Think smart and be smart. In 2025, technology support will be mandatory for any sector. Those days are gone when people believed in human labour work. In human labour, there are so many errors and limitations. Every sector people are using many software and solution to make work faster and smother. So why not you ????? In the hospital sector, they use a hospital management system; in the ERP sector, Businessmen use sales ERP software. In the Automotive sector, we also use a vehicle management system. A vehicle management system helps a general manager in many different ways. What is the small used car dealer software? Or What is the software for auto dealership? Nowadays, dealership managers can operate powerful software solutions to automate various parts of the business. It improves the operational system method and streamlines everything that runs efficiently and cost-effectively. The software organises all the work easily without any errors and in a cost-effective manner. Excellent Leadership And Communication Skills A good automotive general manager is a natural leader, and he tries to motivate his team. So proper and good leadership is always a key part of a general manager. On the other hand, in the dealing sector, communication skills are always important and the best skills for a general manager. Always prefer customer satisfaction and quality care for them. So, if you want to be a good dealership manager, then leadership and great communication skills are mandatory. Strategic Thinking And Problem-Solving Ability The challenge is a day-to-day task for a general manager. So you need to accomplish that skills in your bucket. A great general manager should possess the qualities of adaptability, flexibility, and preparedness to face any problem. They embrace change and encourage their team to do the same. And Most Off All Team Building Ability Good and quality managers know how to deal with their employees. He knows how to complete his work through workers. Some things look funny, but it's a skill that you have to gain. They are adept at recruiting top talent, employee growth, and creating a culture of teamwork and excellence. Final Thought So before applying for this position you have to know how much do car dealership managers make. We hope you get a better idea about how they get and how to be a dealership manager. It's a matter of fact that the general manager of a car dealership is continuously growing. By processing essential skills and contributing to dealership success, car dealership managers can drive revenue growth. It will lead you to make some huge dollars for you.