



INSTITUTE  
OF THE MOTOR  
INDUSTRY

## IMI PROFESSIONAL STANDARD



### Sales

IMI Professional Standards sit at the heart of what we stand for and, along with our Professional Register, provide a benchmark for the motor industry, focusing on professional behaviours both with customers and business associates.

This Professional Standard applies to a range of sales roles where the majority of your time is spent selling products or services to customers. Example sales roles are new and used car sales, new and used heavy vehicle sales, new and used motorcycle sales, parts and accessory sales, fleet and business sales, finance and insurance sales, and rental and leasing sales.



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## PROFESSIONAL CONDUCT AND ETHICS

*As a sales professional you:*

- act as a role model and champion for the industry
- are honest, courteous and have customer satisfaction at the heart of your work ethic
- have integrity and treat others with respect and without discrimination
- work in a safety conscious manner and consider the health and welfare of others
- are environmentally aware and minimise any impact resulting from your work
- are accountable and take responsibility for your own actions
- adhere to the law at all times and raise legitimate concerns of non-compliance
- protect the confidentiality, security and use of any stored or processed personal data
- do not bring yourself, others, IMI or the Professional Register into disrepute

## PROFESSIONAL COMPETENCE

*As a sales professional you:*

- understand your role and responsibilities within the structure of the business
- build positive and productive working relationships with colleagues and customers
- identify and draw on the expertise of others when help is required
- make use of resources to support and deliver a positive impression of you and the business
- are personable and make customers feel welcome, comfortable and valued
- actively listen to gain an accurate understanding of the needs and expectations of customers
- communicate clearly, agreeing methods and timescales with the customer
- use strong product knowledge to advise customers and allow them to make the right choice and decision
- are reliable, deliver on promises and provide timely solutions to meet the individual needs of customers
- work in compliance with up-to-date, relevant policy, regulation and legislation
- strive to add value to the customer and the business to drive expected levels of performance
- manage customer relationships to generate trust, satisfaction and loyalty to secure long term business

## CONTINUING PROFESSIONAL DEVELOPMENT

*As a sales professional you:*

- have a commitment to Continuing Professional Development (CPD) to maintain your professional competence
- review your performance to identify areas of improvement and development
- focus your CPD on subjects that are developmental, effective and appropriate to your job role or career progression
- plan CPD through regular learning activities spanning a recurring three year cycle
- log CPD with IMI to meet the mandatory requirement for Professional Registration
- take every opportunity to learn and develop using a variety of formal and informal sources of CPD

*This section only applies to IMI members on the Professional Register.*

Professional Standards are currently available for the following Job Families at [www.theimi.org.uk/standards](http://www.theimi.org.uk/standards)

- Technical
- Sales
- Business Support
- Customer Service
- Management and Leadership
- Education and Training

If you would like help deciding which one best suits you, or to find out more about Professional Registration or CPD requirement, please call **+44 (0)1992 519025** or email [imimembers@theimi.org.uk](mailto:imimembers@theimi.org.uk)