

Company Visited:	Harold Zeigler BMW		
Student Name:	Zain Ahmed	Date Job Shadow Took Place On:	May 7, 2016
Person Job Shadowed:	Tony Bonassi	Job Title:	BMW Sales Manager

1. Explain the business – What does this company do?

Sell new and used cars to customers, and offers follow up appointments at no additional cost.

2. What was the first thing you noticed when you arrived (about the facility, people, dress code, etc.)?

The people were extremely nice, and actually seemed excited to talk to me. They all looked like they loved their jobs.

3. What does a typical day look like for the person you shadowed?

a. Hours?

Vary, typically 8 to 10 hours a day, some busier weeks have longer hours.

b. Job Duties/Tasks?

Delegate necessary tasks to salesmen below him, order new inventory, work on pricing.

c. Meetings?

As needed, usually once a month with his superiors and a quick one once a week with his employers.

d. Work Environment?

Very laid back, all colleagues were making jokes with each other all day. Brand new building, food and coffee available all day. Lots of opportunities for breaks and offices are open.

e. Who do they interact with? (Colleagues, customers, clients, etc.)

Mr. Bonassi interacts with customers and other workers in the building, along with people at the other Zeigler buildings which are next door.

f. Travel opportunities?

He himself does not travel very often for the job, but the salesmen sometimes travel out to customers to offer follow up appointments after a customer buys a car.

4. Share with the reader the shadowee's background information/career path.

a. How long has this person worked in the position?

He has worked in the field for over 10 years, in the current position for over 3.

b. What education was achieved?

College level education, degree is not very important for this particular career.

c. What motivated your shadowee to pursue this career?

He was interested in selling, and being able to work with high performance cars was also enticing.

5. What types of skills/training/continuing education are required for this job (Technical? Employability? Personal Characteristics?)

Training for the job is continuous. The salesmen are constantly taking classes, and have recently received training across the training for hospitality in order to make guests feel more welcome. The person needs to be willing to work hard and has to be able to handle days with few customers without being let down.

6. What are the career opportunities/advancement opportunities for this job/field?

There are many opportunities to advance. A manager could move up to manage an entire brand building, or continue up into management of the whole Zeigler campus of dealerships.

7. What are the negative/positive aspects about this job?

a. Negative

Long hours sometimes

Some customers are not good to deal with

b. Positive

Working more pays more

Great people

Many customers are well known people

Free car

8. What advice would you give to students who want your type of job?

Some people are not cut out to be a salesman, and some people are. You have to learn to deal with problems quickly and know that every day will be very different from the day before.

9. What school subjects and employability skills did you see being used at the job site? How were they used?

Lots of math was used at the site to calculate interest on payments, down payments, and other financial skills. Presentation skills were also very important when dealing with customers.

10. If discussed what is the average salary range and/or benefits package of this career?

The salary has no ceiling, and starts at \$50,000 a year. Pay is commission based, meaning they sometimes make double what they made the previous month. The job includes a free car and insurance as well.

11. What did you learn from doing this job shadow?

I learned that knowing how to sell is important in every career. It is not only important to sell your product, but it is also important to sell yourself. Job interviews, and daily interactions can be changed greatly by body language and the tone used, and can actually make someone want to buy a product or hire you much more.

12. What did you think/feel about the job shadow experience, what did you like/not like?

Was the job what you expected it to be? Would you still consider this job for your future?

Please state why or why not.

The job shadow experience was fun. The people at the BMW dealership are what made it different and more interesting than it usually is. The job was similar to what I expected but there were many details that I did not realize were there. I would still consider this job due to the interesting things involved and how it could be different every day. Even if I don't want to specifically be a dealer, learning about selling will be important.