START A CAREER - COLORADO

How to become a car salesperson in Colorado

What car salespersons do, the skills and credentials that matter in Colorado, and how to find car salesperson jobs.

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1 What car salespersons do

Salespeople help buyers choose a vehicle, arrange test drives, explain prices and trade-ins, and prepare deals for title and financing paperwork.

2 Skills and training

Employers want people skills, honesty and accuracy. You will work for a licensed dealer, which must keep its license, bond and records in order.

3 Licensing

Yes. Colorado salespeople must be licensed to a dealer: pass the online mastery exam with 85%, submit fingerprints and file a $15,000 surety bond.

4 Find jobs on NCC

Browse open jobs below or on NCC Jobs.

Requirements at a glance

Auto Industry Division salesperson license

Required - State - Colorado Department of Revenue, Auto Industry Division

You must be hired by a licensed dealer, pass the online mastery exam with 85%, submit fingerprints and file a $15,000 surety bond. The license and bond expire 12 months after issuance.

Amount: $15,000 bond

Official application: https://sbg.colorado.gov/salesperson-license-application

Official agencies and links

Salesperson License Application

Colorado Department of Revenue, Auto Industry Division

https://sbg.colorado.gov/salesperson-license-application

Frequently asked questions

Do car salespersons need a license in Colorado?

Yes, an Auto Industry Division salesperson license with a $15,000 bond.

This guide is general information, not legal advice. Rules change and can depend on your city or county, so confirm with the official agencies linked below before you apply.