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How to become a car salesperson in Wisconsin

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

Sources verified 2026-11-21 - Updated 2026-11-21

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. Wisconsin dealers must have at least one licensed salesperson, and people who sell for a dealer need a DMV salesperson license.

4 Find jobs on NCC

Browse open jobs below or on NCC Jobs.

Requirements at a glance

DMV salesperson license

Required - State - Wisconsin Department of Transportation, DMV

Wisconsin dealers must have at least one licensed salesperson; people who sell vehicles for a dealer need a DMV salesperson license.

Official application: https://wisconsindot.gov/Pages/dmv/dlr-agents/busns-lcnse/retaildealerlicense.aspx

Official agencies and links

Retail dealer license

Wisconsin Department of Transportation, DMV

https://wisconsindot.gov/Pages/dmv/dlr-agents/busns-lcnse/retaildealerlicense.aspx

Frequently asked questions

Do car salespersons need a license in Wisconsin?

Yes, a DMV salesperson license.

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.