

# SELLING FOR THE AUTOMOTIVE INDUSTRY

## PROFESSIONAL DEALERSHIP SALES ASSOCIATE CERTIFICATION

### Learning Objectives

This is a five day interactive course which teaches skills for becoming a “**Professional Dealership Sales Associate.**” A step-by-step sales approach that relates to Dealerships selling automotive, marine, recreational, and leisure. This Course underlines the importance of achieving a balance between individual's performance and customer service satisfaction, as demanded by all Manufacturers. Individuals acquire knowledge pertinent to current sales procedures. Such knowledge includes utilizing Dealer Management Systems that cover customer follow-up and retention. The expectations and rules of the governing bodies for operating Dealerships are explained in depth and takes into account the formal regulations and ethical requirements. Trainees will be exposed to “real life situations,” which encourages developing professionals who are ready to take their place in today's marketplace.

### Learning Outcome

At the end of the course, the successful student would be able to:

1. Understand the operations of a dealership and the role of the Sales Associate position;
2. Understand consumer personality traits to achieve success;
3. Understand the various Dealership Management Systems and how they relate to success;
4. Demonstrate a professional sales presentation;
5. Complete a product sale with proper closing techniques;
6. Complete required documentation for sale of the product;
7. Demonstrate a professional turnover of the customer and required documentation to the Dealership Financial Services Manager for completion;
8. Demonstrate a professional delivery of the product to the customer;
9. Utilize Dealership Management System for proper customer service follow-up prior to / and following delivery;
10. Establish realistic sales targets and how to achieve them;
11. Understand the legal requirements and importance of ethical behaviour;
12. Understand the role of the sales process in today's marketplace;
13. Understand today's customer service index;
14. Understand customer follow-up and retention for future sales;



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