**UNIT VS1 – BRAND, PRODUCT AND MARKET AWARENESS IN THE VEHICLE SALES AND SUPPLY BUSINESS**

**UNIT OVERVIEW**

This unit is about understanding the structure and size of the UK Automotive market opportunity, understanding the brand and product values and the Retailer structure and profit contribution.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. economic factors that can influence potential buyers.

K2. an awareness of the size and trends within the UK automotive market.

K3. what a brand is, what brand values mean to customers and how they influence their expectations

K4. the product range, main competitors and how and where to access own product and competition information

K5. the structure and ownership of a franchise network and the relationship between the retailers, dealer groups and the vehicle manufacturers.

K6. the structure and inter-departmental relationships of a .retailer

K7. the manufacturer supply chain for new vehicles, new vehicle production cycles and the delivery process.

K8. the difference between wholesale and retail pricing, new and used profitability, margins and bonus structures and an overview of cash flow within vehicle sales departments.

K9. the different sources of stock and their profitability, and the impact of stock source on customer choice, lead time and the financial offer.

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. demonstrate an understanding of the structure and size of the UK Automotive market opportunity,

P2. research and use information on competitive products

P3. explain own brand values and product knowledge

P4. explain own Retailer structure and manufacturer relationship as well as providing an overview of profit generation and cash flow within the business.

**UNIT VS2 – UNDERSTANDING FLEET AND BUSINESS BUYERS NEEDS**

**UNIT OVERVIEW**

This unit is about understanding the methods of acquisition available to a ‘business buyer’ within the automotive sector and meeting the business customers’ need.

**KEY WORDS & PHRASES**

**Business Buyer -** For the purpose of this standard is someone with the requirement to purchase a vehicle partly or wholly intended for business/commercial use.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1 the longer term value and potential of a business buyer and the importance of the fleet and business market to your organisation and within the motor industry as a whole, notably in relation to profit and volume

K2. the relevant contacts and relationships between the manufacturer and retailer group

K3. the reasoning and methodology applicable to the sales process bespoke to a business buyer, and specifically know and understand:

* how to identify and understand the business buyer’s needs
* how to present the relevant selling points of the product, brand and network to the business buyer.
* how to identify product features relevant to business/commercial use and why a business buyer may require a specifically designed demonstration and test drive
* how to present the funding options and tax implications for a business buyer and the importance of providing accurate and appropriate advice in relation to both

**PERFORMANCE OBJECTIVES**

You must be able to –

P1. manage the sales process; identify needs, convey relevant selling points of the product, brand and network to the business buyer and reach an agreement to buy

P2. research the product features and current funding options relevant to business/commercial needs, and where applicable, show the financial options available to your business buyer together with their advantages/disadvantages and the tax implication

P3. effectively use the relationship between the manufacturer and retailer to maximise sales

**UNIT VS3 –COMPLY WITH THE LEGAL REQUIREMENTS AND REGULATIONS OF VEHICLE SALES**

**UNIT OVERVIEW**

This unit is about the skills, knowledge and understanding that are necessary in order to satisfy the legal requirements in the vehicle sales environment. The latter to be achieved whilst adopting best practice and include data protection, trading law relevant to the sales process etc.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. current regulation and legislation relating to vehicle sales, its impact on the business and specifically your role, including but not limited to:

* Contract law
* Consumer’s legal rights
* Data protection
* Duty of Care
* Health and Safety relevant to your job role
* Financial regulation including fraud, payments, money laundering and FCA regulations
* The use of Trade Plates and the consequences of misuse or loss

K2. the organisation’s internal policies and procedures relating to compliance with regulation and adherence to legislation, including your legal and moral responsibilities, the reporting of non-compliance or infringement by you and your organisation and the potential liability.

K3. how to maintain your knowledge and understanding of current regulation and legislation relevant to your role and how to access accurate sources of information.

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. identify and explain fully the impact of regulation, legislation, data protection and trading law has on your role.

P2. maintain understanding of regulation, legislation, data protection and trading law relevant to your role.

P3. identify and access appropriate sources of accurate information.

P4. explain relevant regulation, legislation, data protection and trading law using accurate terminology to the customer as appropriate.

P5. Report any non-compliance or infringement of to the appropriate person in the organisation and understand the implications

**UNIT VS4 – SELF MANAGEMENT AND ADMINISTRATION IN A VEHICLE SALES ENVIRONMENT**

**UNIT OVERVIEW**

This unit is about continuous personal development, time management, achieving targets and objectives and using information technology to facilitate your role.

**ESSENTIAL KNOWLEDGE**

You must know and understand:

K1. the importance of effective self management and accurate administration and how to contribute to the effectiveness of the team and the business through their application.

K2. how and where to access and record relevant CPD options for your role.

K3. the importance of meeting the targets and objectives of your role and the cost to the organisation if these are not met.

K4. the importance of time management and how to prioritise time for specific tasks.

K5. how to use all relevant operating systems required to effectively carry out the role and specifically how to use customer relationship management systems (CRM) tools and diary systems to record activity and schedule follow up.

K6. your level of autonomy and decision making available to perform your role.

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. follow your organisation’s procedures for completing documentation, including specifically contract and order forms.

P2. demonstrate the correct completion of both vehicle and customer relationship management (CRM) systems

P3. access and efficiently use the internet and appropriate intranet applications.

P4. implement effective time management processes.

P5. provide evidence of personal Continuous Professional Development activities e.g the setting and completion of a training plan

P6. monitor and analyse achievement of personal sales against targets. applying appropriate solutions if required

P7. monitor achievement of contribution, profit, and volume against targets

P8. demonstrate involvement in decision making that has impacted positively on the business.

**UNIT VS5 – HANDLING TELEPHONE AND DIGITAL VEHICLE SALES ENQUIRIES**

**UNIT OVERVIEW**

This unit is about handling and logging enquires and the identification of customer needs. The importance of communication and creating empathy with the customer, and building a relationship to facilitate the gathering of information, throughout the customer experience.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. the sales enquiry process and the validity of each of its components.

K2. the possible channels of communication available to your customers

K3. how to establish the purpose of the inbound enquiry

K4. what relevant information to obtain

K5. your enquiry management systems

K6. the need for a timely response in line with dealer and or manufacturer requirements

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. use effective and positive communication methods to move the enquiry. forward

P2. provide measurable evidence of effective enquiry handling

P3. effectively agree next steps with the customer

P4. effectively summarise the enquiry

P5. personalise your response

P6. provide relevant advice and information to the customer

P7. accurately record customer information and requirements

**UNIT VS6 – UNDERSTANDING AND PRESENTING THE SALES OFFER**

**UNIT OVERVIEW**

This unit is about understanding and presenting sales packages based on information from the retailer, manufacturer or government, whilst complying with audit requirements.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. the policy of your organisation in relation to identifying and offering sales offers and additional promotions.

K2. your organisation’s policy in relation to the qualifying criteria used to identify the components contained in the sales offer relevant to a customer

K3. the features, advantages and benefits of all components contained within sales offers available

K4. the importance of keeping information up to date in order to offer the best possible business opportunity to the customers and to your organisation.

K5. audit requirements resulting from government and industry regulations (e.g. FCA)

K6. the relevant contacts and relationships between the supplier and retailer group

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. identify and use appropriate sources of information.

P2. clearly present the offer to the customer.

P3. if required, introduce specialised team members to explain the sales offer

P4. adhere to work place procedures and guidelines.

P5. comply with prescribed audit requirements.

P6. show how updated information has been used to offer the best possible opportunity to different customers

**UNIT VS7 – AUTOMOTIVE RETAIL SALES**

**UNIT OVERVIEW**

This unit is about delivering a positive experience and a successful outcome, and the skills required to facilitate a customer’s buying decision. It covers; identifying and meeting customer’s needs, creating value and gaining an agreement to purchase whilst selling a product or service profitably.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. how to identify customer expectations and the factors that influence them.

K2. the factors that affect the delivery of customer service, why it is important and the role it plays in the sales environment

K3. how to use different communication style to match your customer profiles

K4. the use of correct terminology when interacting with customers, avoiding jargon and abbreviations.

K5. how the intelligent use of active listening and open and closed questions can help to clarify and meet the customer’s needs and requirements and thereby minimise the reasons not to buy.

K6. all components of a sales offer

K7. how to handle reasons not to buy through questioning and presenting solutions

K8. understand the difference between price and value.

K9. how to successfully conclude and agree the sale.

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. effectively prepare for customer appointments

P2. understand and empathise with customers by building rapport through the use of appropriate language and demonstrating active listening by reinforcing what the customer is saying.

P3. identify needs and requirements by using open and closed questions then summarise the customer’s needs and requirements and present an appropriate offer of products or services.

P4. identify and present solutions to overcome a range of reasons not to buy and successfully build value in order to obtain an agreement to purchase that reflects value for your organisation and the customer.

**UNIT VS8 – DELIVERING A PRODUCT OR SERVICE PRESENTATION**

**UNIT OVERVIEW**

This unit is about delivering effective sales presentations to maximise sales potential.

Giving bespoke presentations to the customer and creating the desire to purchase

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. the features, advantages and customer benefits of your product and services, appropriate to your role and how to source and update your knowledge as required.

K2. how to use information gained from the customer to present relevant features as personalised benefits during the demonstration drive.

K3. how to make an effective presentation of the product or service using an appropriate process, in the case of vehicles sales; a full vehicle walk around, and how to incorporate supporting media to enhance to the presentation.

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. generate rapport with the customer and through effective questioning and listening, understand and respond to customers need and requirements.

P2. use relevant information gathered from the customer to structure presentations of the correct products and services, providing information about their features, benefits, and advantages, and using supporting media where appropriate,

P3. show how the selected products and/or services meet the customer’s needs and requirements

P4. gain agreement that the selected products and/or services meet the needs of the customer, and to continue the customer journey.

**UNIT VS9 – CONDUCTING VEHICLE DEMONSTRATION DRIVES**

**UNIT OVERVIEW**

This unit is about planning and carrying out demonstration drives with customers in order to motivate them to purchase. Particular attention is paid to the safety and security of the individual and the vehicle.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. the retailer demonstration vehicle standards, including the process for booking, preparation and completion of demonstration drives.

K2. the features, advantages and customer benefits of your product.

K3. how to use information gained from the customer regarding his or her needs and requirements to identify the objective of the demonstration drive.

K4. the importance of planning a structured demonstration including an appropriate route tailored to specific customer requirements

K5. the legal requirements and duty of care in relation to demonstration drives.

K6. how and when to use trade plates and the consequences of misuse or loss.

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. obtain the required customer data, paperwork and meet relevant legal requirements prior to the drive.

P2. define the customer’s needs and requirements, identify an appropriate demonstration route or routes and identify and evaluate risks to self, customer and vehicle.

P3. use the demonstration drive to offer a representative experience of the vehicle and effectively present features, advantages and customer benefits with due care and safety.

P4. gain agreement that the selected products meet the needs and requirements of the customer, and to continue the customer journey.

**UNIT VS10 – PRESENTING FINANCE AND INSURANCE SERVICES FOR VEHICLE SALES**

**UNIT OVERVIEW**

This unit is about assisting customers to secure the appropriate finance to enable them to purchase vehicles. It includes identifying the customer’s finance and insurance needs before presenting possible options.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. the current relevant legislation, regulation, codes of practice and guidelines relating to finance and insurance for vehicle sales.

K2. internal processes and procedures relating to the selling of finance and insurance products.

K3. the different finance and insurance options and products that your organisation can offer, how they compare to competitor products and how to keep your knowledge up to date.

K4. how to identify individual customer needs in order to present the available products and services, and outline their features, advantages and customer benefits to help the customer make an informed decision.

K5. when and where to refer a customer for more specialised information and guidance

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. use effective questioning and listening techniques to identify the customers funding and insurance requirements.

P2. summarise the customer’s requirements and using your knowledge present the different finance and insurance offers available through the retailer, along with their relative benefits to the customer, using supporting media / systems where appropriate

P3. present the features and benefits of finance and insurance offers in conjunction with the product range.

P4. use your industry and competitor knowledge to offer value to the customer

P5. if appropriate to your role, gain agreement that the selected funding and insurance products meet the needs of the customer in order to continue the customer journey.

P6. identify and provide correct documentation relating to the financial products and services.

**UNIT VS11 – APPRAISING VEHICLES FOR PART EXCHANGE**

**UNIT OVERVIEW**

This unit is about appraising customer vehicles to be purchased in part exchange, through assessing condition, verifying vehicle identity, ownership and history to confirm that there are no vehicle ownership problems, in order to facilitate an accurate valuation.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. the organisation’s process of used vehicle appraisal and the handling of the used vehicle in the Retailer’s sales process, including:

* + - how to carry out an accurate appraisal
		- the resources used in the appraisal and valuation process
		- how to verify vehicle identity, ownership and history
		- the factors that influence the vehicle value
		- how to use information about the part exchange to support the sales process

K2. the importance of accurate appraisal and valuation and their impact on the profitability for the business, including why there may be a difference between the used vehicle appraisal and the valuation offer.

K3. how to positively present the appraisal and valuation to the customer, and manage the customer's expectations.

K4. the organisation’s policies and procedures for the sale and disposal of part exchanged vehicles.

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. conduct and document accurate vehicle appraisals.

P2. interact positively with a customer during a part exchange appraisal.

P3. accurately present the appraisal to the manager.

P4. effectively present the valuation to the customer in order to progress the sale

P5. handle customer feedback effectively and manage their expectations accordingly.

**UNIT VS13 – MANAGING CUSTOMER RELATIONSHIPS IN A VEHICLE SALES ENVIRONMENT**

**UNIT OVERVIEW**

This unit is about using effective customer relationship management to generate customer satisfaction and loyalty, and to create opportunities for referral and repeat business.

**ESSENTIAL KNOWLEDGE**

You must know and understand:

K1. the potential long term value of customer satisfaction and loyalty in relation to profit and volume for both your organisation and the brand.

K2. the importance of effective communication and adding value for the customer.

K3. how to use the customer relationship management system to generate opportunities for further business such as repeat and referral business as well as after sales services through customer follow up and ongoing customer contact.

K4. The need to gain and maintain accurate customer and prospect information in accordance with the retailer’s/manufacturers standards.

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. maintain a positive relationship with the customer both during and after they have received their vehicle or service in order to create loyalty and generate future business.

P2. use relevant, accurate and brand consistent written and verbal communication to manage and maintain customer relationships

P3. use the CRM system to generate opportunities for further business such as referrals and after sales services, in order to maximise customer loyalty and Retailer profitability.

**UNIT VS14 – VEHICLE ORDER TO CUSTOMER HANDOVER**

**UNIT OVERVIEW**

This unit is about carrying out a successful handover of a vehicle to a customer, maintaining effective communication with the customer from placing the order through to the handover.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. the vehicle ordering, preparation and delivery process including the fitment of options, and why the handover is an integral and important part of the sales process.

K2. the effect upon customer satisfaction of the ‘order to handover’ experience, the opportunities generated for further business and the importance of effective and accurate communications with the customer throughout.

K3. the Retailer’s processes and standards for vehicle handover, including the required documentation and timescales involved in a successful handover.

K4. how to effectively present and demonstrate the operation of the vehicle with emphasis on the customer’s requirements, including a familiarisation drive where appropriate.

K5. the importance of introducing the customer to the after sales operations

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. offer a customer experience consistent with the brand throughout, keeping the customer informed of progress from the placing of their order to the handover.

P2. agree an appointment and schedule with the customer, accommodating customer requests without undermining the prescribed structure or value of the handover and ensuring that all colleagues relevant to the handover are made aware of their place in the schedule.

P3. ensure that the vehicle and paperwork is prepared prior to the vehicle handover and that the vehicle reflects the customer order.

P4. ensure that the vehicle has been allocated adequate space for the handover to run smoothly and that it is parked safely.

P5. incorporate the part-exchange acceptance (if appropriate), to include re-appraisal and collation of all necessary documentation and proofs as applicable.

P6. explain operating controls to the customer to ensure a satisfactory and safe ownership and handover experience.

P7. seek customer understanding to ensure that all queries have been answered and the customer is completely satisfied.

**UNIT VS15 - VEHICLE SALES CUSTOMER – ON SITE VISIT**

**UNIT OVERVIEW**

This unit is about using effective communication methods to offer a welcoming and comfortable environment to provide customers with a positive first and subsequent impression.

**ESSENTIAL KNOWLEDGE**

You must know and understand -

K1. the opportunity presented by a new customer enquiry and the value of making a positive impression.

K2. how to progress the initial enquiry through each stage of the sales process

K3. how and why it is important to use effective communication tools to build customer rapport.

K4. how to use your Brand and product knowledge, in order to respond to customer requests for basic information,

K5. the operation of the Customer relationship management system and the importance or recording accurate and relevant information.

K6. how to accommodate the various access needs of your customers

**PERFORMANCE OBJECTIVES**

You must be able to -

P1. communicate effectively and accurately to personalise your response and provide relevant product knowledge and advice in order to satisfy the customer’s enquiry.

P2. effectively summarise the enquiry, agree next steps with the customer and secure the transition to the next stage of the sales process.

P3. meet any commitments agreed with the customer and accurately record customer information, requirements and any agreed next action in the customer management system

P4. create an environment that makes the customer feel welcome and comfortable.

P5. if required, provide a smooth and efficient handover of the customer to the appropriate personnel in the next stage of the sales process.