

## Changes made to Maintenance and Repair – Vehicle Sales NOS 2014 following EWG Meetings in England and Scotland

NOS URN	Amendment
IMIVS01	<p><b>Brand, Product and Market Awareness in the Vehicle Sales and Supply Business</b></p> <p><b>Overarching Summary of main changes:</b> The scope of this unit has changed to remove the content relating to monitoring and measuring performance as it was felt this was covered in Unit VS04. The unit was reordered, made more concise and saw some changes to words as outlined below:</p> <p><b>Essential Knowledge 2</b> – deleted ‘margins and bonus structures’ added ‘an awareness of the size and trends within the UK automotive market’</p> <p><b>Essential Knowledge 3</b> – deleted ‘personal targets and personal impact on dealership profitability’ added ‘what a brand is, what brand values mean to customers and how they influence their expectations’</p> <p><b>Essential Knowledge 4</b> - deleted ‘the difference between wholesale and retail pricing’ added ‘the product range, main competitors and how and where to access own product and competition information’</p> <p><b>Essential Knowledge 5</b> – deleted ‘the principles of cash flow within the business’ added ‘the structure and ownership of a franchise network and the relationship between the retailers, dealer groups and the vehicle manufacturers.’</p> <p><b>Essential Knowledge 6</b> – deleted ‘the new vehicle production cycles and the delivery process’ added ‘the structure and inter-departmental relationships of a dealer.’</p> <p><b>Essential Knowledge 7</b> – deleted ‘the different sources of stock and their profitability’ added ‘the manufacturer supply chain for new vehicles, new vehicle production cycles and the delivery process.’</p> <p><b>Essential Knowledge 8</b> – deleted ‘the impact of stock source on customer choice, lead time and the financial offer’ added ‘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.’</p> <p><b>Essential Knowledge 9</b> – deleted ‘the structure and ownership of a dealer network’ added ‘the different sources of stock and their profitability, and the impact of stock source on customer choice, lead time and the financial offer.’</p> <p><b>Essential Knowledge 10</b> – deleted ‘the relationship between the dealership, dealer group and the vehicle manufacturers’</p> <p><b>Essential Knowledge 11</b> – deleted ‘the size and trends within the UK Automotive Industry’</p> <p><b>Essential Knowledge 12</b>- deleted ‘the structure and inter-departmental relationships of a dealer’</p> <p><b>Essential Knowledge 13</b> – deleted ‘the manufacturer supply chain for the new vehicles’</p> <p><b>Essential Knowledge 14</b> – deleted ‘what a brand is’</p> <p><b>Essential Knowledge 15</b> – deleted ‘what brand values mean to customers and how they influence their expectations’</p> <p><b>Essential Knowledge 16</b> – deleted ‘buying motives’</p> <p><b>Essential Knowledge 17</b> – deleted ‘the definition of a sale’</p> <p><b>Essential Knowledge 18</b> – deleted ‘how to sell value over price’</p> <p><b>Essential Knowledge 19</b> - deleted ‘your organisations sales processes’</p> <p><b>Performance Objective 1</b> – deleted ‘monitor achievement of personal sales against targets’ added ‘demonstrate an understanding of the structure and size of the UK Automotive market opportunity’</p> <p><b>Performance Objective 2</b> – deleted ‘monitor achievement of contribution, profit and volume against targets’ added ‘explain own brand values and demonstrate own product knowledge’</p> <p><b>Performance Objective 3</b> – deleted ‘communicate effectively brand and product values in customer handling and throughout the sales process’ added ‘research and use information on competitive products’</p> <p><b>Performance Objective 4</b> – deleted ‘sell value over price’ added ‘explain own Retailer structure and manufacturer relationship as well as providing an overview of profit generation and cash flow within the business.’</p>

IMIVS02	<p><b>Understanding Fleet and Business Buyers Needs (formally Negotiate Fleet and Business buyer needs)</b></p> <p><b>Overarching Summary of main changes:</b> The title was changed to remove ‘negotiated’. The unit was reordered, made more concise and saw some changes to words as outlined below:</p> <p><b>Essential Knowledge 1</b> – deleted ‘why a business driver needs a longer test drive than a retail buyer’ added ‘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.’</p> <p><b>Essential Knowledge 2</b> – original now Essential Knowledge 3. Added ‘The relevant contacts and relationships between the manufacturer and retailer group’</p> <p><b>Essential Knowledge 4</b> – deleted ‘the longer term value and potential of a business buyer to the organisation’ added ‘how to identify and understand the business buyer’s needs’ added</p> <p><b>Essential Knowledge 5</b> – deleted ‘the unique selling points of the brand and dealer group to the business community’ added ‘how to present the relevant selling points of the product, brand and network to the business buyer’</p> <p><b>Essential Knowledge 6</b> – deleted ‘the group and brand expectation for profit and volume in the business market’ added ‘how to identify product features relevant to business/commercial use and why a business buyer may require a specifically designed demonstration and test drive’</p> <p><b>Essential Knowledge 7</b> – deleted ‘how to name the funding options available to a business buyer. Added ‘how to represent the funding options and tax implications for a business buyer and the importance of providing accurate and appropriate advice in relation to both’</p> <p><b>Essential Knowledge 8</b> – deleted ‘the importance of providing accurate and appropriate advice in relation to the tax implications of vehicle purchase’.</p> <p><b>Essential Knowledge 9</b> – deleted ‘the importance of the business market to your organisation and within the motor industry as a whole.’</p> <p><b>Performance Objective a.</b> – deleted ‘demonstrate that you have shown the financial options available to your business buyer together with their advantages/disadvantages and the tax implication. <i>Added</i> ‘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’.</p> <p><b>Performance Objective b</b> – deleted ‘demonstrate how you have conveyed unique selling points of the brand and dealer group to the business community’ Added ‘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.</p> <p><b>Added - Performance Objective c</b> ‘Effectively use the relationship between the manufacturer and retailer to maximise sales’</p>
IMIVS03	<p><b>Comply with the legal requirements and regulations of Vehicle Sales</b></p> <p><b>Overarching Summary of main changes:</b> Added some extra legislation such as Duty of Care and Consumer’s legal rights to make the unit more current. The unit was reordered, made more concise and saw some changes to words as outlined below:</p> <ol style="list-style-type: none"> <li><b>Essential Knowledge 1</b> – deleted ‘current relevant regulation, legislation, data protection and trading law relating to vehicle sales’ added ‘current regulation and legislation relating to vehicle sales, its impact on the business and specifically your role, including but not limited to: <ul style="list-style-type: none"> <li>Contract law</li> <li>Consumer’s legal rights</li> <li>Data protection</li> <li>Duty of Care</li> <li>Health and Safety relevant to your job role</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>Financial regulation including fraud, payments, money laundering and FCA regulations.</li> <li>The use of Trade Plates and the consequences of misuse or loss</li> </ul> <p><b>Essential Knowledge 2</b> – deleted ‘the need to maintain your knowledge and understanding of regulation, legislation, data protection and trading law relevant to your role’. Added ‘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.’</p> <p><b>Essential Knowledge 3</b> - deleted ‘how and when to use trade plates and the consequences of misuse or loss.’ Added ‘how to maintain your knowledge and understanding of current regulation and legislation relevant to your role and how to access accurate sources of information.’</p> <p><b>Essential Knowledge 4</b> - deleted ‘potential sources of information on regulation, legislation, data protection and trading law relevant to your role.’</p> <p><b>Essential Knowledge 5</b> – deleted the impact that current regulation legislation, data protection and trading law has on your role’</p> <p><b>Essential Knowledge 6</b> – deleted ‘the legal and moral responsibility of you and your organisation’</p> <p><b>Essential Knowledge</b></p> <p><b>Performance Objective 2</b> – deleted ‘determine the level of knowledge required to maintain understanding of regulation, data protection and trading law relevant to your role. Added ‘maintain understanding of regulation, legislation, data protection and trading law relevant to your role’</p> <p>Added <b>Performance Objective 5</b> – ‘Report any non-compliance or infringement of to the appropriate person in the organisation’</p>
IMIVS04	<p><b>SELF MANAGEMENT AND ADMINISTRATION IN A VEHICLE SALES ENVIRONMENT</b></p> <p><b>Overarching Summary of main changes:</b> Added ‘meeting sales targets and achieving objectives to the main overview as taken from Unit 1. Also included CPD to the unit.</p> <p><b>Essential Knowledge 1</b> – added ‘and how to contribute to the effectiveness of the team and the business through their application.’</p> <p><b>Essential Knowledge 2</b> – deleted ‘the importance of timekeeping’ added ‘how and where to access and record relevant CPD options for your role.</p> <p><b>Essential Knowledge 3</b> – deleted ‘the importance of keeping promises on time and the costs to the organisation if these are not adhered to’. Added ‘the importance of meeting the targets and objectives of your role and the cost to the organisation if these are not met.’</p> <p><b>Essential Knowledge 4</b> – deleted ‘how to prioritise for specific tasks’ added ‘the importance of time management and how to prioritise time for specific tasks.’</p> <p><b>Essential Knowledge 5</b> – deleted ‘how to use a browser and search engine’ added ‘added ‘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.</p> <p><b>Essential Knowledge 6</b> – deleted ‘how to use relevant operating systems required to effectively carry out the role’ Added ‘your level of autonomy and decision making available to perform your role’</p> <p><b>Essential Knowledge 7</b> – deleted ‘how to apply self management and administration skills within a team environment and across the business</p> <p><b>Essential Knowledge 8</b> – deleted ‘how to use dealership logs and diary systems to record activity and schedule follow up’.</p> <p><b>Performance Objective 1</b> – add ‘documentation, including specifically contract and order forms’.</p> <p><b>Performance Objective 2</b> - deleted ‘demonstrate the correct completion of dealership logs’ added ‘demonstrate the correct completion of both vehicle and customer relationship management (CRM) system</p> <p><b>Performance Objective 3</b> – added ‘and efficiently use’</p> <p><b>Performance Objective 4</b> – deleted ‘perform basic internet searches’ added ‘implement effective time</p>

	<p>management processes'</p> <p><b>Performance Objective 5</b> – deleted 'Implement effective time management procedures' added 'provide evidence of personal Continuous Professional Development activities e.g the setting and completion of a training plan.'</p> <p><b>Performance Objective 6</b> – deleted 'use relevant operating systems required to effectively carry out the role' added 'monitor and analyse achievement of personal sales against targets applying appropriate solutions required'</p> <p><b>Performance Objective 7</b> – Added 'monitor achievement of contribution, profit and volume against targets'</p> <p><b>Performance Objective 8</b> – Added 'demonstrate involvement in decision making that has impacted positively on the business'</p>
IMIVS05	<p><b>HANDLING VEHICLE SALES TELEPHONE ENQUIRIES – changed to 'HANDLING TELEPHONE AND DIGITAL VEHICLE SALES ENQUIRIES'</b></p> <p><b>Overarching Summary of main changes:</b> Main change is the technology used by customers to enquire about a vehicle e.g email, websites. The term 'digital' is aimed at encompassing all forms of communication other than the telephone. The unit was reordered, made more concise and saw some changes to words as outlined below:</p> <p><b>Essential Knowledge 1</b> – deleted 'generic'</p> <p><b>Essential Knowledge 2</b> – deleted 'objective' added 'the possible channels of communication available to your customers'</p> <p><b>Essential Knowledge 3</b> – deleted 'data to collect on the phone' added 'how to establish the purpose of the inbound enquiry'</p> <p><b>Essential Knowledge 4</b> – deleted 'logging and booking' added 'what relevant information to obtain'</p> <p><b>Essential Knowledge 5</b> – deleted 'the concept of a percentage contact loss in telephone communication i.e approx 70%) added 'your enquiry management systems'</p> <p><b>Added Essential Knowledge 6</b> – 'the need for a timely response in line with retailer and or manufacturer requirements'</p> <p><b>Performance Objective 1</b> - Deleted 'handle objections effectively' , added 'use effective and positive communication methods to secure transition to the next stage of the enquiry'</p> <p><b>Performance Objective 2</b> – Added 'provide measurable evidence of effective enquiry handling'</p> <p><b>Performance Objective 3</b> – deleted 'effectively close telephone conversations' added 'effectively agree next steps with the customer'</p> <p><b>Performance Objective 4</b> – deleted 'effectively summarise telephone conversations' added 'effectively summarise the enquiry'</p> <p><b>Performance Objective 5</b> – 'personalise your response'</p> <p><b>Performance Objective 6</b> – added 'provide relevant advice and information to the customer'</p> <p><b>Performance Objective 7</b> – 'Accurately record customer information and requirements'</p>
IMIVS06	<p><b>CONSTRUCTING AND UNDERSTANDING THE SALES OFFER</b></p> <p><b>Overarching Summary of main changes:</b> Title changed from 'Vehicle Sales Packaged' to 'The sales offer'. The unit was reordered, made more concise and saw some changes to words as outlined below:</p> <p><b>Essential Knowledge 1</b> – deleted 'the policy of your organisation in relation to identifying and offering sales offers and additional promotions' added 'the features, advantages and benefits of offers available'</p>

	<p>form the manufacturer, the dealership and government'</p> <p><b>Essential Knowledge 2</b> – deleted' the options and combinations contained within available sales packages' Added ' the features, advantages and benefits of sales offers available from the retailer, manufacturer or government, and the options, combinations and qualifying criteria contained within any available sales offer'</p> <p><b>Essential Knowledge 4</b> – deleted' the operating philosophy of your organization, identifying sales packages and additional promotions that fit suitably into its context.' Added' audit requirements resulting from government and industry regulations (e.g. FCA)</p> <p><b>Essential Knowledge 5</b> – deleted 'audit requirements resulting from government and industry regulations (e.g. FCA)' added 'The relevant contacts and relationships between the manufacturer and retailer group</p> <p><b>Performance Objective b</b> – deleted 'deal'</p> <p><b>Performance Objective c</b> – added 'If required, introduce specialised team members to explain the sales offer'</p> <p><b>Performance Objective d</b> - adhere to work place procedures and guidelines.</p> <p><b>Performance Objective e</b> - comply with prescribed audit requirements.</p> <p><b>Performance Objective f</b> – deleted 'show the decision structure of the business for the introduction of sales packages and promotions' Added 'Show how updated information has been used to offer the best possible opportunity to different customers'</p>
IMIVS07	<p><b>AUTOMOTIVE RETAIL NEGOTIATION AND SALES</b> changed to <b>AUTOMOTIVE RETAILSALES</b></p> <p><b>Overarching Summary of main changes:</b> Title has been changed to remove 'negotiate'. More focus on improving the customer experience in order to encourage a sale rather than focus on objections you may receive. The unit was reordered, made more concise and saw some changes to words as outlined below:</p> <p><b>Essential Knowledge 2</b> – deleted 'how to identify customer expectations and the factors that influence them' added 'the factors that affect the delivery of customer service, why it is important and the role it plays in the sales environment in relation to understanding customer profiles and identifying communication styles'</p> <p><b>Essential Knowledge 3</b> – deleted' the main components of a deal offer' added 'the use of correct terminology when interacting with customers, avoiding jargon and abbreviations.</p> <p><b>Essential Knowledge 4</b> – deleted ' how to find and offer solutions productively' added '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.</p> <p><b>Essential Knowledge 5</b> – deleted' the difference between process and value added' the main components of a sales offer</p> <p><b>Essential Knowledge 6</b> – deleted' how to clarify objections' added 'how to handle reasons not to buy through presenting solutions and explaining the difference between price and value.</p> <p><b>Essential Knowledge 7</b> – deleted 'how to apply objection handling techniques' added 'how to successfully conclude and agree the sale.</p> <p><b>Essential Knowledge 8</b> – deleted how success in customer service in achievable irrespective of the presence of a specific financial reward.</p> <p><b>Essential Knowledge 9</b> – deleted 'communication styles'</p> <p><b>Essential Knowledge 10</b> – deleted how the intelligent use of open and closed questions can help to qualify the customers needs and requirements'</p> <p><b>Essential Knowledge 11</b> – deleted 'how and why it is important to use accurate and correct terminology when dealing with customers'</p> <p><b>Essential Knowledge 12</b> – deleted' the principle of active listening by reinforcing what the customer is saying and by asking relevant questions. '</p> <p><b>Essential Knowledge 13</b> – deleted ' how to successfully conclude negotiations in order to close the sale'</p>



	<p><b>Performance Objective</b></p> <p><b>Performance Objective a</b> – deleted ‘empathise and understand the customer’s issues’ Added ‘effectively prepare for customer appointments’</p> <p><b>Performance Objective b</b> – deleted ‘use positive language’ added ‘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.’</p> <p><b>Performance Objective c</b> – deleted ‘handle a range of objections’ added ‘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.</p> <p><b>Performance Objective d</b> – deleted ‘prepare to meet customers’ added ‘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.</p> <p><b>Performance Objective e</b> – deleted ‘use effective rapport skills’</p> <p><b>Performance Objective f</b> – deleted ‘summarise the customer’s needs and requirements and relate those needs to an appropriate offer of goods or services’</p> <p><b>Performance Objective g</b> – deleted ‘use open ended questions’</p> <p><b>Performance Objective h</b> – deleted ‘formulate a proposal that reflects value of your organisation and the customer’</p> <p><b>Performance Objective i</b> - deleted ‘ask for the business’</p> <p><b>Performance Objective j</b> - deleted ‘negotiate successfully to close the sale’</p>
IMIVS08	<p><b>DELIVERING A VEHICLE STATIC PRESENTATION</b></p> <p><b>Suggested change : DELIVERING A PRODUCT OR SERVICE PRESENTATION</b></p> <p><b>Overarching Summary of main changes:</b> Slight amendment to wording in line with updates made in other units. Title amended also.</p> <p><b>Essential Knowledge 1</b> – deleted ‘features and benefits of your product portfolio ‘ added ‘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’</p> <p><b>Essential Knowledge 2</b> – deleted ‘how to conduct a 360 degree vehicle walk around’ added ‘how to identify customer needs and apply them to present relevant features as personalised benefits during the presentation and the importance of relaying information accurately to the customer’</p> <p><b>Essential Knowledge 3</b> – deleted ‘how to use information derived from customer interaction to structure the presentation’ Added ‘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’</p> <p><b>Essential Knowledge 4</b> – deleted ‘how to identify key sale indicators and apply them as relevant features of products and services’</p> <p><b>Essential Knowledge 5</b> – deleted ‘how to source and update own knowledge relating to benefits and features of products and services’</p> <p><b>Essential Knowledge 6</b> – deleted ‘the importance of relaying information accurately to the customer’</p> <p><b>Performance Objective a</b> – deleted ‘provide information about the product features and benefits’ Added ‘generate rapport with the customer and through effective questioning and listening, understand and respond to customers need and requirements’</p> <p><b>Performance Objective b</b> –deleted ‘listen to, understand and respond to customers need and requirements’ added ‘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’</p> <p><b>Performance Objective c</b> – deleted ‘generate rapport with customer’ added ‘show how the selected products and/or services meet the customer’s needs and requirements’</p> <p><b>Performance Objective d</b> – deleted ‘structure presentations relevant to information gathered in interaction with the customer’ added ‘gain agreement that the selected products and/or services meet</p>

	<p>the needs of the customer, and to continue the customer journey'</p> <p><b>Performance Objective e</b> – delete 'select and present the correct products or services'</p> <p><b>Performance Objective d</b> – delete 'use information systems where appropriate'</p> <p><b>Performance Objective e</b> – delete 'gain customer agreement for vehicle or service at the preliminary stage of the sale (e.g trial close).</p>
IMIVS09	<p><b>CONDUCTING VEHICLE DEMONSTRATION DRIVES</b></p> <p><b>Overarching Summary of main changes: Change in Overview to include 'motivate them to purchase'</b> The unit was reordered, made more concise and saw some changes to words as outlined below:</p> <p><b>Essential Knowledge 1</b> – deleted 'the objective of the demonstration drive' added 'the retailer demonstration vehicle standards, including the process for booking, preparation and completion of demonstration drives'</p> <p><b>Essential Knowledge 2</b> – deleted 'the dealer demonstration vehicle standards' added 'the features, advantages and customer benefits of your product'</p> <p><b>Essential Knowledge 3</b> – deleted 'the importance of a structured presentation for the demonstration drive' added 'how to use information gained from the customer regarding his or her needs and requirements to identify the objective of the demonstration drive'</p> <p><b>Essential Knowledge 4</b> – deleted ' the process for booking demonstration drives' added 'the importance of planning a structured demonstration including an appropriate route tailored to specific customer requirements'</p> <p><b>Essential Knowledge 5</b> – deleted 'the demonstration preparation process and legal requirements' added 'the legal requirements and duty of care in relation to demonstration drives'</p> <p><b>Essential Knowledge 6</b> – deleted 'duty of care in relation to demonstration drives as defined by the employer added 'how and when to use trade plates and the consequences of misuse 'or loss.</p> <p><b>Essential Knowledge 7</b> – deleted 'how and when to use trade plates and the consequences of misuse or loss.'</p> <p><b>Performance Objective a – deleted' define the characteristics and need for the demonstration drive' .added 'obtain the required customer data, paperwork and meet relevant legal requirements prior to the drive.</b></p> <p><b>Performance Objective b</b> – deleted 'obtain the required customer data and paperwork prior to the drive.' Added 'define the customer's needs and requirements, identify an appropriate demonstration route or routes and identify and evaluate risks to self, customer and vehicle</p> <p><b>Performance Objective c – added 'and effectively present features, advantages and customer benefits with due care and safety'</b></p> <p><b>Performance Objective d</b>- added 'gain agreement that the selected products meet the needs and requirements of the customer, and to continue the customer journey</p> <p><b>Performance objective e</b> – deleted ' identify and evaluate risks to self, customer and vehicle'</p> <p><b>Performance objective f</b> – deleted 'carry out a trial close when necessary'</p>
IMIVS10	<p><b>PROMOTING FINANCE AND INSURANCE FOR VEHICLE SALES</b></p> <p><b>Overarching Summary of main changes: Main change was the focus on advising customers on the available options rather than promoting a particular one of influencing their decision.</b></p> <p><b>Essential Knowledge 1</b> – deleted 'the different finance and insurance products'. Added 'the current relevant legislation, regulation, codes of practice and guidelines relating to finance and insurance for vehicle sales.'</p> <p><b>Essential Knowledge 2</b> - deleted 'the criteria used to apply the features and benefits to each case (l. each individual customers needs)'. Added 'Internal processes and procedures relating to the selling of</p>

	<p>finance and insurance products.</p> <p><b>Essential Knowledge 3</b> - deleted 'the principles and requirements of treating a customer fairly' Added '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.'</p> <p><b>Essential Knowledge 4 – deleted</b> 'the current relevant legislation, regulation, codes of practice and guidelines relating to finance and insurance for vehicle sales.' Added 'how to identify individual customer needs in order to offer the correct products and services, and present their features, advantages and customer benefits'</p> <p><b>Performance Objective a</b> – added 'use effective questioning and listening techniques'</p> <p><b>Performance Objective b</b> – deleted 'demonstrate the different finance offers available through the dealership along with their relative benefits to different customers'. Added 'summarise the customer's requirements and using your knowledge to 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'</p> <p><b>Performance Objective d</b> – deleted 'demonstrate the different insurance offers available through the dealership along with their relative benefits to different customers' 'added 'use your industry and competitor knowledge to offer value to the customer and achieve commercial advantage.</p> <p><b>Performance Objective e</b> – deleted 'Promote commercial advantage through industry and competitor knowledge.' Added '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'.</p>
IMIVS11	<p><b>Units VS 11 and VS12 have been merged to form:</b></p> <p><b>APPRAISING VEHICLES FOR PART EXCHANGE</b></p> <p><b>Overarching Summary of main changes: The Appraising and Valuing have been formed into one unit. It is felt that valuing a vehicle would be in the domain of a Manager and not necessarily a Sales executive – we are still consulting on this point and feedback is welcome.</b></p> <p><b>Essential Knowledge 1</b> – Deleted 'the value of the used vehicle in the sales process' Added 'the organisation's process of used vehicle appraisal and valuation and the handling of the used vehicle in the Retailer's sales process, including:</p> <ul style="list-style-type: none"> <li>▪ how to carry out an accurate appraisal</li> <li>▪ the resources used in the appraisal and valuation process</li> <li>▪ how to verify vehicle identity, ownership and history,</li> <li>▪ the factors that influence the vehicle value</li> <li>▪ how to use information about the part exchange to support the sales process</li> </ul> <p><b>Essential Knowledge 2</b> – Deleted 'the difference between the used vehicle appraisal and the valuation offer' Added '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.'</p> <p><b>Essential Knowledge 3</b> – Deleted 'the objective of the used vehicle appraisal and the valuation'. Added 'how to positively present the appraisal and valuation to the customer, and manage the customer's expectations.</p>



	<p><b>Essential Knowledge 4</b> – Deleted ‘the factors that influence the vehicle value, both nationally and locally’ Added ‘the organisation’s policies and procedures for the sale and disposal of part exchanged vehicles.’</p> <p><b>Essential Knowledge 5</b> – Deleted ‘the process of used vehicle appraisal and valuation’</p> <p><b>Essential Knowledge 6</b> – Deleted ‘the resources used in the appraisal and valuation’</p> <p><b>Essential Knowledge 7</b> – Deleted ‘how to verify vehicle identity, ownership and history’</p> <p><b>Essential Knowledge 8</b> – Deleted ‘the customers expectations and the importance of their involvement in the appraisal process’</p> <p><b>Essential Knowledge 9</b> – Deleted ‘how to highlight positive values of competitor’s products.</p> <p><b>Performance Objective 1</b> – Deleted ‘present the appraisal to the manager’ Added ‘conduct and document accurate static and dynamic vehicle appraisals.’</p> <p><b>Performance Objective 2</b> – Deleted ‘effectively present the valuation to the customer’. Added ‘interact positively with a customer during a part exchange appraisal.’</p> <p><b>Performance Objective c</b> – Deleted ‘Handle customer feedback effectively and manage their expectations accordingly’. Added ‘accurately present the appraisal to the manager.’</p> <p><b>Performance Objective d</b> – Added ‘effectively present the valuation to the customer in order to progress the sale’</p> <p><b>Performance Objective e</b> – Deleted ‘interact effectively with a customer during a part exchange appraisal’ Added ‘handle customer feedback effectively and manage their expectations accordingly’.</p> <p><b>Performance Objective f</b> – Deleted ‘highlight positive values of competitors products’</p>
IMIVS13	<p><b>MANAGING CUSTOMER RELATIONSHIPS IN A VEHICLE SALES ENVIRONMENT</b></p> <p><b>Overarching Summary of main changes:</b> The unit was reordered, made more concise and saw some changes to words as outlined below:</p> <p><b>Essential Knowledge 1</b> – Deleted ‘the potential long term value of customer in relation to profit and unit goals for both your organisation ‘. Added ‘the potential long term value of customer satisfaction and loyalty in relation to profit and volume for both your organisation and the brand.’</p> <p><b>Essential Knowledge 2</b> - Deleted ‘The methodology for customer relationship management including follow up, problem solving and referral business’. Added ‘the importance of effective communication and adding value for the customer.’</p> <p><b>Essential Knowledge 3</b> - Deleted ‘the relationship between structured customer relationship management and long term success in conjunction with the necessity for short term goal setting’ Added ‘how to use the Customer Relationship Management System to generate opportunities from further business such as repeat and referral business as well a s after sales services through customer follow up and ongoing customer contact. ‘</p> <p><b>Essential Knowledge 4</b> – Deleted ‘the importance of effective communication with the customer at all times’ Added ‘The need to gain and maintain accurate customer and prospect information in accordance with the retailer’s/manufacturers standards.’</p> <p><b>Performance Objective 1</b> – Added ‘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.’</p> <p><b>Performance Objective 2</b> – Deleted ‘use your positive relationship with the customer both during and after they have taken delivery of their vehicle or service.’ Added ‘use relevant, accurate and brand consistent written and verbal communication to manage and maintain customer relationship.’</p> <p><b>Performance Objective 3</b> – Deleted ‘use a structured approach to customer relationship management in order to maximise the potential for and short and long term success, offering a professional and reassuring service throughout the buying experience. Added ‘use the CRM system to generate opportunities for further business such as referral business and after sales services, in order to maximise customer loyalty and Retailer profitability’</p> <p><b>Performance Objective d</b> – Deleted ‘minimise the risk of costly error and customer disillusionment through the use of a structured process.’</p>

IMIVS14	<p><b>HANDOVER THE VEHICLE TO THE CUSTOMER</b>  <b>suggested change:</b>  <b>VEHICLE ORDER TO CUSTOMER HANDOVER</b></p> <p><b>Overarching Summary of main changes: The main change was to widen the scope of the unit to include the point of order and the critical activities needed before handover.</b></p> <p><b>Essential Knowledge 1</b> – Deleted ‘that the handover is an integral and important part of the sales process’ Added ‘the vehicle ordering, delivery and preparation process including the fitment of options and accessories, and why the handover is an integral and important part of the sales process.’</p> <p><b>Essential Knowledge 2</b> – Deleted ‘that the handover effectively begins once the order contract has been signed.’ Added ‘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.’</p> <p><b>Essential Knowledge 3</b> – Deleted ‘the effect upon the customer of the handover experience’ Added ‘the Retailer’s processes and standards for vehicle handover, including the required documentation and timescales involved in a successful handover event.’</p> <p><b>Essential Knowledge 4</b> – Deleted ‘the effect upon the customer satisfaction index score’ Added ‘how to effectively present and demonstrate the operation of the vehicle including a familiarisation drive where appropriate.’</p> <p><b>Essential Knowledge 5</b> – Deleted ‘how to recognise the opportunity for repeat ad referral business from the handover experience’ Added ‘the importance of introducing the customer to the after sales operations’</p> <p><b>Essential Knowledge 6</b> – Deleted ‘the required documentation and timescales involved in a successful handover event.’</p> <p><b>Performance Objective 1</b> – Deleted ‘offer a consistent brand experience throughout. Added ‘offer a customer experience consistent with the brand throughout, keeping the customer informed of progress from the placing of their order to the handover event.’</p> <p><b>Performance Objective 2</b> – Deleted ‘keep the customer informed of progress from placing of their order to the handover event’ Added ‘agree an appointment and schedule with the customer, accommodating customer requests without undermining the prescribed structure or value of the event and ensuring that all colleagues relevant to the event are made aware of their place in the schedule.’</p> <p><b>Performance Objective 3</b> – Deleted ‘agree an appointment and schedule with the customer’ Added ‘ensure that the vehicle and paperwork is prepared prior to the vehicle handover and that the vehicle reflects the customer order’</p> <p><b>Performance Objective 4</b> – Deleted ‘ensure that all colleagues relevant to the event are made aware of their place in the schedule’ Added ‘ensure that the vehicle has been allocated adequate space for the handover event to run smoothly and that it is parked safely.’</p> <p><b>Performance Objective 5</b> – Deleted ‘ensure that the vehicle is prepared and is the correct specification’ Added ‘incorporate the part-exchange acceptance (if appropriate), to include re-appraisal and collation of all necessary documentation and proofs as applicable.’</p> <p><b>Performance Objective 6</b> – Deleted ‘Ensure that vehicle has been allocated adequate space for the handover event to run smoothly and that it is parked safely’ Added ‘explain operating controls to the customer to ensure a satisfactory and safe ownership and handover experience.’</p> <p><b>Performance Objective 7</b> – Deleted ‘reinforce the customer’s decision to buy’ Added seek customer understanding to ensure that all queries have been answered and the customer is completely satisfied.’</p> <p><b>Performance Objective 8</b> – Deleted ‘provide the opportunity to raise queries and to address any concerns’</p> <p><b>Performance Objective 9</b> – Deleted ‘allow sufficient time to apply all aspects of the handover procedure and ensure that the customer is able to adhere to this schedule’</p>

	<p><b>Performance Objective 10</b> – Deleted incorporate part-exchange acceptance to include re-appraisal and collation of all necessary documentation and proofs as applicable’</p> <p><b>Performance Objective 11</b> – Deleted ‘maintain control, of the process at all times’</p> <p><b>Performance Objective 12</b> – Deleted ‘represent the product to include essential knowledge and health and safety’</p> <p><b>Performance Objective 13</b> – Deleted ‘accommodate customer preferences without undermining the prescribed structure or value of the event.’</p>
IMIVS15	<p><b>MEETING AND GREETING VEHICLE SALES CUSTOMERS</b></p> <p><b>Suggested change : Vehicle Sales Customer – Onsite Visit</b></p> <p><b>Overarching Summary of main changes:</b> Title has been changed to reflect an enquiry by a customer who visits the site. Wording has been changed relating to the environment for the customer. The unit was reordered, made more concise and saw some changes to words as outlined below:</p> <p><b>Essential Knowledge 1</b> – Deleted ‘ how and why it is important to use effective communication methods’ Added ‘the opportunity presented by a new customer enquiry and the value of making a positive impression’</p> <p><b>Essential Knowledge 2</b> – Deleted ‘the importance of verbal and non-verbal communication skills Added ‘how to progress the initial enquiry through each stage of the sales process’</p> <p><b>Essential Knowledge 3</b> – Deleted ‘the different types of communication methods’ Added ‘how and why it is important to use effective communication tools to build customer rapport.’</p> <p><b>Essential Knowledge 4</b> – Deleted ‘the value of structured approach to making a first impression’ Added ‘how to use your Brand and product knowledge, in order to respond to customer requests for basic information,’</p> <p><b>Essential Knowledge 5</b> – Deleted ‘the limited window of opportunity that is represented by a new customer enquiry’ Added ‘the operation of the Customer Relationship Management system and the importance of recording accurate and relevant information’</p> <p><b>Essential Knowledge 6</b> – Deleted ‘the limited window of opportunity that is represented by a new customer enquiry’ Added ‘how to accommodate the various access needs of your customers’</p> <p><b>Performance Objective a</b> – Deleted ‘maximise the opportunity by using appropriate communication methods’ Added ‘Communicate effectively and accurately to personalise your response and provide relevant product knowledge and advice in order to satisfy the customer’s enquiry’</p> <p><b>Performance Objective b</b> – Deleted ‘use a structured and professional approach to gathering critical information in transition to the qualification phase.’ Added ‘ Effectively summarise the enquiry, agree next steps with the customer and secure the transition to the next stage of the sales process.’</p> <p><b>Performance Objective c</b> – Deleted ‘gain early agreement from the prospective customer as a sound foundation to proceed’ Added ‘meet any commitments agreed with the customer and accurately record customer information, requirements and any agreed next action in the enquiry management system’</p> <p><b>Performance Objective d</b> – Deleted ‘identify and apply key buying criteria as soon as possible’ Added ‘create an environment that makes the customer feel welcome and comfortable’</p> <p><b>Performance Objective e</b> – Deleted ‘Offer a reassuring, knowledgeable and confident platform for interaction’ Added ‘If required, provide a smooth and efficient handover of the customer to the appropriate personnel in the next stage of the sales process.’</p> <p><b>Performance Objective f</b> – Deleted ‘use proven approach to early objection handling’</p> <p><b>Performance Objective g</b> – Deleted ‘eliminate all distraction where possible and provide undivided attention to the customer’</p> <p><b>Performance Objective h</b> – Deleted ‘appear interested in the customer’</p>



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**It has also been suggested to add another unit to cover processing payments as this is not currently covered. Consultation is taking place on a suggested unit taken from the Vehicle Parts suite of NOS and adapted to form a new unit.**