

National Occupational Standards – Vehicle Sales

NOS G1 – Contribute to Housekeeping in Motor Vehicle Environments

NOS OVERVIEW

This NOS is about the routine maintenance of the workplace, carrying out basic, non-specialist checks of work tools and equipment, cleaning the work area and using resources economically.

SCOPE OF THIS NOS:

1. **Equipment maintenance** covers
 - a. routine checks on work tools and equipment
 - b. cleaning work tools and equipment
 - c. replacing minor parts
 - d. visual inspection of electrical equipment
2. **Housekeeping activities** cover
 - a. day to day work area cleaning
 - b. clearing away
 - c. dealing with spillages
 - d. disposal of waste, used materials and debris
3. **Work tools and equipment** are
 - a. hand
 - b. electrical
 - c. mechanical
 - d. pneumatic
 - e. hydraulic

ESSENTIAL KNOWLEDGE

You need to understand:

Legislative and organisational requirements and procedures

1. the scope of your job responsibilities for the use and maintenance of hand tools, equipment and your work area.
2. workplace policies and schedules for **housekeeping activities** and **equipment**

Awaiting Approval - July 2010
Institute of the Motor Industry

maintenance.

3. the manufacturer's requirements for the cleaning and general, non-specialist maintenance of the tools and equipment for which you are responsible.
4. the regulations and information sources applicable to workshop cleaning and maintenance activities for which you are responsible.
5. the importance of reporting faults quickly to the relevant person.
6. the importance of reporting anticipated delays to the relevant person(s) promptly.

Equipment maintenance

7. how to select and use equipment used for basic hand tool maintenance activities.
8. how to store hand tools safely and accessibly.
9. how to report faulty or damaged **work tools and equipment**.
10. how to work safely when cleaning and maintaining **work tools and equipment**.

General work area housekeeping

11. how to select and use cleaning equipment
12. how to use resources economically.
13. how to use work area cleaning materials and agents.
14. how to clean and maintain the **work tools and equipment** and work areas for which you are responsible.
15. how to dispose of unused cleaning agents, materials and debris.
16. the properties and hazards associated with the use of cleaning agents and materials.
17. the importance of wearing personal protective equipment.
18. the importance of using resources economically and for their intended purpose only.

PERFORMANCE OBJECTIVES

To be competent you must:

- a. wear suitable personal protective equipment throughout all **housekeeping and equipment maintenance activities**.
- b. select and use cleaning equipment which is:
 - of the right type
 - suitable for the task.
- c. use resources economically and for their intended purpose only, following manufacturers' instructions and workplace procedures.
- d. follow workplace policies, schedules and manufacturers' instructions when cleaning and maintaining hand tools and equipment.
- e. clean the work area(s), for which you are responsible, at the specified time and frequency.
- f. carry out **housekeeping activities** safely and in a way which minimises inconvenience to customers and staff.
- g. follow the manufacturer's instructions when using cleaning and sanitising agents.
- h. ensure your **housekeeping activities** keep your work area clean and free from

- debris and waste materials.
- i. ensure your **equipment maintenance** activities keep your **work tools and equipment** fit for purpose.
 - j. dispose of used cleaning agents, materials and debris to comply with legal and workplace requirements.
 - k. store your **work tools and equipment** in a safe manner which permits ease of access and identification for use.
 - l. report any faulty or damaged tools and equipment to the relevant person(s) clearly and promptly.
 - m. report any anticipated delays in completion to the relevant person(s) promptly.

NOS G2 – Reduce Risks to Health and Safety in the Motor Vehicle Environment

NOS OVERVIEW

This NOS covers the basic, legally required health and safety duties of everyone in the workplace. It describes the competence required to ensure that:

- our own actions do not create any health and safety risks
- you do not ignore significant risks in your workplace, and
- you take sensible action to put things right, including reporting situations which pose a danger to people in the workplace, and seeking advice from others

This NOS does **not** require you to undertake a full Risk Assessment. It is about having an appreciation of significant risks in the workplace and knowing how to identify them and deal with them.

When you have completed this NOS, you will have proved you can:

1. Identify hazards and evaluate risks in your workplace
2. Reduce the risks to health and safety in your workplace

SCOPE OF THIS NOS:

1. Risks resulting from

- a. the use and maintenance of machinery or equipment
- b. the use of materials or substances
- c. working practices which do not conform to laid down policies
- d. unsafe behaviour
- e. accidental breakages and spillages
- f. environmental factors
- g. working at height
- h. lifting operations and manual handling
- i. incorrect use of personal protective equipment

2. Workplace policies covering

- a. the use of safe working methods and equipment
- b. the safe use of hazardous substances
- c. smoking, eating, drinking and drugs
- d. what to do in the event of an emergency
- e. personal presentation
- f. personal protective equipment
- g. lifting operations and manual handling

- h. working at height
- i. mobile phones and personal stereo equipment

ESSENTIAL KNOWLEDGE

You need to understand:

Health and Safety Legislation and Workplace Policies

1. your legal duties for health and safety in the workplace as required by the Health and Safety at Work Act 1974, and any other policies or procedures that govern your working practices.
2. your duties for health and safety as defined by any specific legislation covering your job role.
3. **agreed workplace policies relating to controlling risks to health and safety.**
4. responsibilities for health and safety in your job description.
5. the responsible persons to whom you report health and safety matters.

Risks to Health and Safety

6. what hazards may exist in your workplace, (eg. Slips, trips and falls).
7. health and safety risks which may be present in your own job role and the precautions you must take.
8. the importance of remaining alert to the presence of hazards in the whole workplace.
9. how to deal with and report risks.
10. the importance of dealing with or promptly reporting risks.
11. the requirements and guidance on the precautions.
12. the specific workplace policies covering your job role.
13. suppliers' and manufacturers' instructions for the safe use of equipment, materials and products.
14. safe working practices for your own job role.
15. the importance of personal presentation in maintaining health and safety in the workplace.
16. the importance of personal conduct in maintaining the health and safety of yourself and others.
17. the importance of personal protective equipment, when and where it should be used and the importance of maintaining it correctly.
18. your scope and responsibility for rectifying risks.
19. workplace procedures for handling risks which you are unable to deal with.

PERFORMANCE OBJECTIVES

To be competent you must:

Identify the hazards and evaluate the risks

- a. name correctly and locate the persons responsible for health and safety in the workplace.

- b. identify correctly **all** workplace policies relevant to your working practices.
- c. identify working practices in your job role which could harm yourself or other persons.
- d. identify those aspects of the workplace which could harm yourself or other persons.
- e. evaluate which of the potentially harmful working practices and the potentially harmful aspects of the workplace pose the highest **risk** to yourself or to others.
- f. report those hazards which present a high **risk** to the persons responsible for health and safety in the workplace.
- g. identify and deal with low **risk** hazards in accordance with workplace policies and legal requirements.

Reduce the risks to health & safety in your workplace:

To be competent you must:

- a. carry out your working practices in accordance with legal requirements.
- b. identify the correct personal and vehicle protective equipment required to correctly carry out your workplace practices.
- c. carry out your workplace practices using the correct personal protective equipment.
- d. follow the most recent **workplace policies** for your job role.
- e. rectify health and safety **risks** that are within your capability and scope of your job responsibilities.
- f. pass on any suggestions for reducing **risks** to health and safety within your job role to the responsible persons.
- g. ensure your personal conduct in the workplace does not endanger the health and safety of yourself or other persons.
- h. follow the **workplace policies** and suppliers' or manufacturers' instructions for the safe use of equipment, materials and products.
- i. report any differences between **workplace policies** and suppliers' or manufacturers' instructions as appropriate.
- j. ensure your personal presentation at work:
 - ensures the health and safety of yourself and others,
 - meets any legal duties, and is in accordance with workplace policies

NOS G3 – Maintain Working Relationships in the Motor Vehicle Environment

NOS OVERVIEW

This NOS is about maintaining good working relationships with all colleagues in the working environment by using effective communication and support skills.

SCOPE OF THIS NOS:

1. **Colleagues** are
 - a. immediate work colleagues
 - b. supervisors and managers
2. **Requests for assistance** covering
 - a. technical assistance
 - b. personal assistance

ESSENTIAL KNOWLEDGE

You need to understand:

Your responsibilities and constraints

1. your own and your colleague's job role and limits of responsibility for giving advice and support.
2. the operational constraints which may affect interaction with colleagues.
3. lines of communication within your workplace.

Communication skills and working relationships

4. how to use suitable and effective spoken communication skills when responding to and interacting with others.
5. how to adapt written and spoken communication methods to satisfy the needs of colleagues.
6. how to report problems using written and spoken methods of communication.
7. the importance of developing positive working relationships with colleagues – the effect on morale, productivity, and company image.
8. the importance of accepting other peoples' views and opinions.
9. the importance of making and honouring realistic commitments to colleagues.

PERFORMANCE OBJECTIVES

To be competent you must:

- a. contribute actively to team working by initiating ideas and co-operating with colleagues.
- b. respond promptly and willingly to requests for assistance from **colleagues** which fall within the limits of your own job responsibilities and capabilities.
- c. where requests fall outside your responsibility and capability, refer colleagues to the relevant person(s).
- d. give colleagues sufficient, accurate information and support to meet their work needs.
- e. make **requests for assistance** to **colleagues** clearly and courteously.
- f. use methods of communication which meet the needs of colleagues.
- g. treat colleagues in a way which shows respect for their views and opinions and promotes goodwill.
- h. make and keep achievable commitments to **colleagues**
- i.. inform colleagues promptly of any problems or information likely to affect their own work.

NOS G6 – Enable Learning Through Demonstration and Instruction (Imported ENTO unit L11)

NOS OVERVIEW

This NOS is about demonstrating skills and methods to learners and instructing learners in procedures and processes.

These include; demonstrating how equipment is used, showing a learner how to do something, giving learners instructions on what to do or how to carry out a particular activity, deciding when you should use demonstration or instruction to encourage learning, reviewing the potential use of technology-based learning, checking on the progress of learners and giving feedback to learners.

ESSENTIAL KNOWLEDGE

You need to understand:

The nature and role of demonstrations and instruction

1. the separate areas of demonstrations which encourage learning.
2. which types of learning are best achieved and supported through demonstrations.
3. how to identify and use different learning opportunities.
4. how to structure demonstrations and instruction sessions.
5. how to choose from a range of demonstration techniques.

Principles and concepts

6. how to put learners at their ease and encourage them to take part.
7. how to choose between demonstration and instruction as learning methods.
8. how to identify individual learning needs.
9. which factors are likely to prevent learning and how to overcome them
10. how to check learners' understanding and progress.
11. how to put information in order and decide whether the language you will be using is appropriate.
12. how to choose and prepare appropriate materials, including technology based materials.
13. the separate areas of instructional techniques which encourage learning
14. which types of learning are best achieved and supported through instruction.

External factors influencing human resource development

15. how to make sure everybody acts in line with health, safety and environmental

- protection I legislation and best practice.
16. how to analyse and use developments in learning and new ways of delivery, including technology-based learning.

PERFORMANCE OBJECTIVES

Demonstrate skills and methods to learners

To be competent you must:

- a. base the demonstration on an analysis of the skills needed and the order they must be learned in.
- b. ensure that the demonstration is accurate and realistic.
- c. structure the demonstration so the learner can get the most out of it.
- d. encourage learners to ask questions and get explanation at appropriate stages in the demonstration.
- e. give learners the opportunities to practise the skill being demonstrated and give them positive feedback.
- f. give extra demonstrations of the skills being taught to reinforce learning.
- g. ensure that demonstrations take place in a safe environment and allow learners to see the demonstration clearly.
- h. respond to the needs of learners during the demonstration.
- i. reduce distractions and disruptions as much as possible.

Instruct learners

To be competent you must:

- a. match instruction to the needs of the learners.
- b. identify which learning outcomes will be achieved through instruction.
- c. ensure that the manner, level and speed of the instruction encourages learners to take part.
- d. regularly check that learners understand and adapt instruction as appropriate.
- e. give learners positive feedback on the learning experience and the outcomes achieved.
- f. identify anything that prevents learning and review this with the learners.

NOS VS1 – Brand, Product and Market Awareness in the Vehicle Sales and Supply Business

NOS OVERVIEW

This unit is about monitoring achievement of personal sales, contribution and profit against targets, demonstrating how to communicate brand and product values in customer handling and market awareness throughout the sales process.

ESSENTIAL KNOWLEDGE

You must know and understand -

1. economic factors that can influence potential buyers.
2. margins and bonus structures.
3. personal targets and personal impact on dealership profitability.
4. the difference between wholesale and retail pricing.
5. the principles of cash flow within the business.
6. the new vehicle production cycles and the delivery process.
7. the different sources of stock and their profitability.
8. the impact of stock source on customer choice, lead time and the financial offer.
9. the structure and ownership of a dealer network.
10. the relationship between the dealership, dealer group and the vehicle manufacturers.
11. the size and trends within the UK Automotive Industry.
12. the structure and inter-departmental relationships of a dealer.
13. the manufacturer supply chain for new vehicles.
14. what a brand is.
15. what brand values mean to customers and how they influence their expectations.
16. buying motives.
17. the definition of a sale.
18. how to sell value over price.

19. your organisations sales processes.

PERFORMANCE OBJECTIVES

You must be able to -

- a. monitor achievement of personal sales against targets.
- b. monitor achievement of contribution, profit, and volume against targets.
- c. communicate effectively brand and product values in customer handling and throughout the sales process.
- d. sell value over price.
- e. interpret performance data and trends with a view to applying appropriate and pragmatic solutions.

NOS VS2 – Negotiate Fleets and Business Buyer Needs

NOS OVERVIEW

This unit is about understanding the methods of acquisition available to a ‘business buyer’ within the automotive sector and meeting the business customer’s 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 -

1. why a business driver needs a longer test drive than a retail buyer.
2. the reasoning and methodology applicable to the sales process bespoke to a business client.
3. the tax implications for a business buyer.
4. the longer term value and potential of a business buyer to the organisation.
5. the unique selling points of the brand and dealer group to the business community.
6. the group and brand expectation for profit and volume in the business market.
7. how to name the funding options available to a business buyer.
8. the importance of providing accurate and appropriate advice in relation to the tax implications of vehicle purchase.
9. the importance of the business market to your organisation and within the motor industry as a whole.

PERFORMANCE OBJECTIVES

You must be able to –

- a. demonstrate that you have shown the financial options available to your business buyer together with their advantages/disadvantages and the tax implication.

- b. demonstrate how you have conveyed unique selling points of the brand and dealer group to the business community.

NOS VS3 –Comply with the Legal Requirements and Regulations of Vehicle Sales

NOS 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 -

1. current relevant regulation, legislation, data protection and trading law relating to vehicle sales.
2. the need to maintain your knowledge and understanding of regulation, legislation, data protection and trading law relevant to your role.
3. how and when to use trade plates and the consequences of misuse or loss.
4. potential sources of information on regulation, legislation, data protection and trading law relevant to your role.
5. the impact that current regulation, legislation, data protection and trading law has on your role.
6. the legal and moral responsibility of you and your organisation.

PERFORMANCE OBJECTIVES

You must be able to -

- a. identify and explain fully the impact of regulation, legislation, data protection and trading law has on your role.
- b. determine the level of knowledge required to maintain understanding of regulation, legislation, data protection and trading law relevant to your role.
- c. identify and access appropriate sources of relevant information.
- d. explain relevant regulation, legislation, data protection and trading law using accurate terminology to the customer as appropriate.

NOS VS4 – Self Management and Administration in a Vehicle Sales Environment

NOS OVERVIEW

This unit is about developing skills, time management, meeting sales targets, achieving objectives and using information technology to facilitate your role.

ESSENTIAL KNOWLEDGE

You must know and understand -

1. the importance of effective self management and accurate administration.
2. the importance of time keeping.
3. the importance of keeping promises on time and the cost to the organisation if these are not adhered to.
4. how to prioritise time for specific tasks.
5. how to use a browser and search engine.
6. how to use relevant operating systems required to effectively carry out the role.
7. how to apply self management and administration skills within a team environment and across the business.
8. how to use dealership logs and diary systems to record activity and schedule follow up.

PERFORMANCE OBJECTIVES

You must be able to -

- a. follow your organisation's procedures for completing contract and order forms.
- b. demonstrate the correct completion of dealership logs.
- c. access the internet and appropriate intranet applications.
- d. perform basic internet searches.
- e. implement effective time management procedures.
- f. use relevant operating systems required to effectively carry out the role.

NOS VS5 – Handling Vehicle Sales Telephone Enquiries

NOS OVERVIEW

This unit is about handling and logging telephone enquires and the identification of caller's needs. The importance of verbal communication and creating empathy with your customer, using telephone skills and building rapport to facilitate the gathering of information, whilst optimising the outcome of your call.

ESSENTIAL KNOWLEDGE

You must know and understand -

1. the generic sales process and the validity of each of its components.
2. the objective of the inbound telephone sales call.
3. the relevant data to collect on the telephone.
4. the enquiry logging and booking system.
5. the concept of percentage contact loss in telephone communication (i.e. approx. -70%).

PERFORMANCE OBJECTIVES

You must be able to -

- a. handle objections effectively.
- b. use effective and positive telephone communication methods to secure transition to the next stage of the sales process.
- c. effectively close telephone conversations.
- d. effectively summarise telephone conversations.
- e. personalise the response.
- f. provide relevant product knowledge and advice to the caller.

NOS VS6 – Constructing and Understanding Vehicle Sales Packages

NOS OVERVIEW

This unit is about constructing and understanding sales packages based on information from manufacturer, dealership and government, whilst complying with audit requirements.

ESSENTIAL KNOWLEDGE

You must know and understand -

1. the features, advantages and benefits of offers available from the manufacturer, the dealership and government.
2. the options and combinations contained within available sales packages.
3. the importance of keeping information up to date in order to offer the best possible business opportunity to the customers and to your organisation.
4. the operating philosophy of your organization, identifying sales packages and additional promotions that fit suitably into its context.
5. audit requirements resulting from government and industry regulations (e.g. FSA)

PERFORMANCE OBJECTIVES

You must be able to -

- a. identify and use appropriate sources of information.
- b. clearly present the deal offer to the customer.
- c. adhere to work place procedures and guidelines.
- d. comply with prescribed audit requirements.
- e. Show how updated information has been used to offer the best possible opportunity to different customers
- f. Show the decision structure of the business for the introduction of sales packages and promotions.

NOS VS7 – Automotive Retail Negotiation and Sales Techniques

NOS OVERVIEW

This unit is about the customer service and negotiation skills required to sell a vehicle. It covers qualification, objection handling, negotiation and closing skills.

ESSENTIAL KNOWLEDGE

You must know and understand -

1. how to identify customer expectations and the factors that influence them.
2. the internal factors that affect the quality of customer service delivery.
3. the main components of a deal offer.
4. how to find and offer solutions productively.
5. the difference between price and value.
6. how to clarify objections.
7. how to apply objection handling techniques.
8. how success in customer service is achievable irrespective of the presence of a specific financial reward.
9. communication styles and customer categories.
10. how the intelligent use of open and closed questions can help to qualify the customer's needs and requirements.
11. how and why it is important to use accurate and correct terminology when dealing with customers.
12. the principle of active listening by reinforcing what the customer is saying and by asking relevant questions.
13. how to successfully conclude negotiations in order to close the sale.

PERFORMANCE OBJECTIVES

You must be able to -

- a. empathise and understand the customer's issues.
- b. use positive language.

- c. handle a range of objections.
- d. prepare to meet customers.
- e. use effective rapport building skills.
- f. summarise the customer's needs and requirements and relate those needs to an appropriate offer of goods or services.
- g. use open ended questions.
- h. formulate a proposal that reflects value for your organisation and the customer.
- i. ask for the business.
- j. negotiate successfully to close the sale.

NOS VS8 – Delivering a Vehicle Sales Static Presentation

NOS OVERVIEW

This unit is about delivering effective sales presentations to maximise sales potential. Giving bespoke presentations to your customer and providing opportunities for questions to be asked.

ESSENTIAL KNOWLEDGE

You must know and understand -

1. features and benefits of your product portfolio.
2. how to conduct a 360 degree vehicle walk around.
3. how to use information derived from customer interaction to structure the presentation.
4. how to identify key sale indicators and apply them as relevant features and benefits during the presentation.
5. how to source and update own knowledge relating to benefits and features of products and services.
6. the importance of relaying information accurately to the customer.

PERFORMANCE OBJECTIVES

You must be able to -

- n. provide information about the product features and benefits.
- o. listen to, understand and respond to customers need and requirements.
- p. generate rapport with the customer.
- q. structure presentations relevant to information gathered in interaction with the customer.
- r. select and present the correct products or services.
- s. use information systems where appropriate.
- t. gain customer agreement for vehicle or service at the preliminary stage of the sale (e.g. trial close).

NOS VS9 – Conducting Vehicle Demonstration Drives

NOS OVERVIEW

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

ESSENTIAL KNOWLEDGE

You must know and understand -

1. the objective of the demonstration drive.
2. the dealer demonstration vehicle standards.
3. the importance of a structured presentation for the demonstration drive.
4. the process for booking demonstration drives.
5. the demonstration preparation process and legal requirements.
6. duty of care in relation to demonstration drives as defined by the employer.
7. how and when to use trade plates and the consequences of misuse or loss.

PERFORMANCE OBJECTIVES

You must be able to -

- a. define the characteristics and need for the demonstration routes.
- b. obtain the required customer data and paperwork prior to the drive.
- c. use the demonstration drive to offer a representative experience of the vehicle.
- d. effectively present features and benefits during the drive with due care and safety.
- e. identify and evaluate risks to self, customer and vehicle.
- f. carry out a trial close when necessary.

NOS VS10 – Promoting Finance and Insurance for Vehicle Sales

NOS OVERVIEW

This unit is about assisting customers to secure the necessary finance and insurance in order 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 -

1. the different finance and insurance products.
2. the criteria used to apply the features and benefits to each case (i.e. each individual customer's needs).
3. the principles and requirements of treating a customer fairly.
4. the current relevant legislation, regulation, codes of practice and guidelines relating to finance and insurance for vehicle sales.
5. when and where to refer a customer for more specialised information and guidance.

PERFORMANCE OBJECTIVES

You must be able to -

- a. identify the customer's funding requirements.
- b. demonstrate the different finance offers available through the dealership along with their relative benefits to different customers.
- c. promote the features and benefits of finance and insurance offers in conjunction with the product range.
- d. demonstrate the different insurance offers available through the dealership along with their relative benefits to different customers.
- e. promote commercial advantage through industry and competitor knowledge.

NOS VS11 – Appraising Vehicles for Part Exchange

NOS OVERVIEW

This unit is about appraising the condition of vehicles and verifying vehicle identity, ownership and history to confirm that there are no vehicle ownership problems and to enable a valuation to be placed on them.

ESSENTIAL KNOWLEDGE

You must know and understand -

1. the value of the used vehicle in the sales process.
2. the difference between the used vehicle appraisal and the valuation after.
3. the objective of the used vehicle appraisal and the valuation.
4. the factors that influence the vehicle value, both nationally and locally.
5. the process of used vehicle appraisal and valuation.
6. the resources used in the appraisal and valuation.
7. how to verify vehicle identity, ownership and history.
8. the customer's expectations and the importance of their involvement in the appraisal process.
9. how to highlight positive values of competitors products.

PERFORMANCE OBJECTIVES

You must be able to -

- a. present the appraisal to the manager.
- b. effectively present the valuation to the customer.
- c. handle customer feedback effectively and manage their expectations accordingly.
- d. conduct and document accurate static and dynamic vehicle appraisals.
- e. interact effectively with a customer during a part exchange appraisal.
- f. highlight positive values of competitors products.

NOS VS12 – Valuing Vehicles for Part Exchange

NOS OVERVIEW

This unit is about appraising the condition of vehicles and verifying vehicle identity, ownership and history to confirm that there are no vehicle ownership problems and to enable a valuation to be placed on them.

ESSENTIAL KNOWLEDGE

You must know and understand -

10. the value of the used vehicle in the sales process.
11. the difference between the used vehicle appraisal and the valuation after.
12. the objective of the used vehicle appraisal and the valuation.
13. the factors that influence the vehicle value, both nationally and locally.
14. the process of used vehicle appraisal and valuation.
15. the resources used in the appraisal and valuation.
16. how to verify vehicle identity, ownership and history.
17. the customer's expectations and the importance of their involvement in the appraisal process.
18. how to highlight positive values of competitors products.

PERFORMANCE OBJECTIVES

You must be able to -

- g. present the appraisal to the manager.
- h. effectively present the valuation to the customer.
- i. handle customer feedback effectively and manage their expectations accordingly.
- j. conduct and document accurate static and dynamic vehicle appraisals.
- k. interact effectively with a customer during a part exchange appraisal.
- l. highlight positive values of competitors products.

NOS VS13 – Managing Customer Relationships in a Vehicle Sales Environment

NOS OVERVIEW

This unit is about using effective customer relationship management to create opportunities for referral and repeat business, to achieve short or long term success.

ESSENTIAL KNOWLEDGE

You must know and understand -

1. the potential long term value of the customer in relation to profit and unit goals for both you and your organisation.
2. the methodology for customer relationship management including follow up, problem solving and referral business.
3. the relationship between structured customer relationship management and long-term success, in conjunction with the necessity for short-term goal setting.
4. the importance of effective communication with the customer at all times.

PERFORMANCE OBJECTIVES

You must be able to -

- a. work to maintain a positive relationship with the customer both during and after they have taken delivery of their vehicle or service.
- b. use your positive relationship with the customer in order to create the opportunity for both referral and repeat business.
- c. use a structured approach to customer relationship management in order to maximise the potential for short and long term success, offering a professional and reassuring service throughout the buying experience.
- d. minimise the risk of costly error and customer disillusionment through the use of a structured process.

NOS VS14 – Handover the Vehicle to the Customer

NOS OVERVIEW

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

ESSENTIAL KNOWLEDGE

You must know and understand -

1. that the handover is an integral and important part of the sales process.
2. that the handover effectively begins once the order contract has been signed.
3. the effect upon the customer of the handover experience.
4. the effect upon customer satisfaction index score.
5. how to recognise the opportunity for repeat and referral business from the handover experience.
6. the required documentation and timescales involved in a successful handover event.

PERFORMANCE OBJECTIVES

You must be able to -

- a. offer a consistent brand experience throughout.
- b. keep the customer informed of progress from placing of their order to the handover event.
- c. agree an appointment and schedule with the customer.
- d. ensure that all colleagues relevant to the event are made aware of their place in the schedule.
- e. ensure that the vehicle is prepared and is the correct specification.
- f. ensure that vehicle has been allocated adequate space for the handover event to run smoothly and that it is parked safely.
- g. reinforce the customer's decision to buy.
- h. provide the opportunity to raise queries and to address any concerns.

- i. allow sufficient time to apply all aspects of the handover procedure and ensure that the customer is able to adhere to this schedule.
- j. incorporate part-exchange acceptance, to include re-appraisal and collation of all necessary documentation and proofs as applicable.
- k. maintain control of the process at all times
- l. re-present the product to include essential knowledge and health and safety.
- m. accommodate customer preferences without undermining the prescribed structure or value of the event

NOS VS15 – Meeting and Greeting the Vehicle Sales Customers

NOS OVERVIEW

This unit is about using effective communication methods to offer a re-assuring, knowledgeable and confident platform for interaction and provide a positive first impression.

ESSENTIAL KNOWLEDGE

You must know and understand -

1. how and why it is important to use effective communication methods.
2. the importance of verbal and non-verbal communication skills.
3. the different types of communication methods.
4. the value of a structured approach to making a first impression.
5. the limited window of opportunity that is represented by a new customer enquiry.

PERFORMANCE OBJECTIVES

You must be able to -

- a. maximise the opportunity by using appropriate communication methods.
- b. use a structured and professional approach to gathering critical information in transition to the qualification phase.
- c. gain early agreement from the prospective customer as a sound foundation to proceed.
- d. identify and apply key buying criteria as soon as possible.
- e. offer a reassuring, knowledgeable and confident platform for interaction.
- f. use proven approach to early objection handling.
- g. eliminate all distraction where possible and provide undivided attention to the customer.
- h. appear interested in the customer.

