

VACC Business and Management

Certificate III in Automotive Sales – Sales Cadet Programme

Is there one key to success in sales?

Yes, it's called a Certificate III in Automotive Sales – Sales Cadet Programme

This dynamic sales course will empower your sales force to achieve and exceed their sales targets. It will also not cost you a cent as you will receive Federal Government incentives for the course fees upon completion.

Our training partners, Fusion Business Solutions, has over eleven years' experience as a global consulting firm delivering quality products and services to automotive clients throughout the Asia Pacific region, with new markets coming on stream in Europe, North and South America.

In Australia, Fusion has been providing training solutions in all areas of an automotive dealership i.e. sales finance and insurance, parts, service and management. Fusion's clients include Ford, Toyota, Mitsubishi, Mercedes-Benz, Volkswagen, Hyundai, AGCO and PACCAR as well as numerous dealership groups.

COURSE PROGRAMME

Part 1: 2 x 2days Workshops

Workshop 1: Introduction to Auto Sales (2 days)

This module is packaged to cover the key elements of "Road to a Sale" which will give participants an excellent understanding of the sales process and will include these topics:

- Qualification skills
- Understanding different buyer profiles
- Presentation of features and benefits
- Closing

Workshop 2: Advanced Closing & Negotiation (2 days)

During this powerful workshop, participants are shown, with practical demonstrations, how to maximize margin and sales. Modern closing skills are discussed and used in role-play simulations to ensure proper transference of knowledge.

Workshops 1 and 2 will be held one month apart, giving participants time to complete the additional studies assigned to them. They are also allocated a dealership project to ensure they are kept accountable for their learning and so that development continues in the workplace after the training workshop.

Part 2: Face to Face Training

Participants will then have to complete the second phase of the cadetship programme which is face to face training to complete 6 Units of Competency. These 6 training sessions will be spread out over 12 months (approx. 1 day every 2mths), giving participants and their employers flexibility. Participants will be assigned an assignment at each training session which they will be required to complete.

Topics studied will be:

1. **Deliver and monitor service to customers:** focused on service delivery, long-term Customer Relationship Management (CRM) and using Customer Satisfaction Index (CSI) data to improve performance.

continued over ►

Training Partners:

FUSION
BUSINESS SOLUTIONS



VACC Business and Management

Certificate III in Automotive Sales – Sales Cadet Programme

2. **Develop product knowledge:** an in depth focus on presentation skills, competitor analysis, overcoming product objections. Creating highly polished, interactive presentations for clients.
3. **Implement a Personal Marketing Plan:** focused purely on CRM and how it relates to promoting themselves and creating a professional image.
4. **Organise personal work priorities:** focused on time management and becoming self-managing in relation to targets, budgets, personal and professional development.
5. **Identify, clarify and resolve problems:** All about overcoming client objections through the sales process plus all forms of customer conflict and techniques to deal with it effectively.
6. **Maintain business image:** what professionalism is about and how it relates to sales. Business image creates professional standards of conduct to uphold.

Online Learning

This entire programme is supported by online learning tools to ensure training development continues in the workplace.

Qualification

Upon successful completion, participants will receive a Certificate III in Automotive Sales.

Cost

Course fees are \$4000 for each participant. Participants have the option of paying the full fee at once or breaking it down into 4 payments (once a month) of \$1100.

Fees paid at signup	Federal Government Rebate		Cost to Employer
	at 90 days	at completion	
\$4000.00	\$1500.00	\$2500.00	
Total: \$4000.00	Total: \$4000.00		\$0.00

Fees (monthly instalments)	Federal Government Rebate		Cost to Employer
	at 90 days	at completion	
\$1100.00			
\$1100.00			
\$1100.00	\$1500.00		
\$1100.00		\$2500.00	
Total: \$4400.00	Total: \$4000.00		\$400.00

For more information:

Contact info@vaccsdc.com.au or 03 9829 1140

Training Partners:

FUSION
BUSINESS SOLUTIONS

