

**Course Name:** An Inside Guide to New Vehicle Sales

**Course Purpose:** Introduce the people, processes, and strategies that are part of new vehicles sales.

**Target Audience:** Employees new to the automotive industry.

**Key Strategies:** Provide information, real-world scenarios, and relevant interactions to bring the content to life.

## AN INSIDE GUIDE to the Automotive Industry

### New Vehicle Sales

- Meet the Team
- New Vehicle Inventory
- Incentives & Financial Assistance

BEGIN MODULE >




### New Vehicle Sales

## In this module ...

To better understand the automotive retail industry, you will work through three basic topics. **Click on each box to learn more.**



<b>01</b> Meet the Team	<b>02</b> New Vehicle Inventory	<b>03</b> Incentives & Financial Assistance
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### Incentives & Financial Assistance

## Activity: Floor Plan Expense

**INSTRUCTIONS:** Calculate the cost the dealer's monthly floor plan expense on this vehicle, as well as the entire new vehicle inventory. Click the **SUBMIT** button to check your answer.

<h4>THE FACTS</h4> <p>Vehicle Cost: \$34,000 Interest Rate*: 6% Dealer lot: 85 units</p> 	<p>Your Turn to Calculate </p> <p>MONTHLY FLOOR PLAN EXPENSE PER UNIT</p> <input type="text" value="Type here"/>
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\*For instructional purposes only, actual interest rates will vary

### New Vehicle Inventory

## Vehicle Pricing

Click on each tab to learn more. Click the **NEXT** button when you're ready to continue.

MSRP	
Sticker Price	
Invoice Price	
List Price	

Window sticker details:  
• COMFORT & CONVENIENCE PACKAGE  
• PWR SEAT ADJUSTER FRONT PASSENGER, 8-WAY  
• PWR SEAT ADJUSTER FRONT PASSENGER 4-WAY LUMBAR  
• POWER OUTLET, 120 VOLT  
• ULTRASONIC REAR PARKING ASSIST  
• POWER SUNROOF  
• AIRBAGS, REAR SEAT MOUNTED  
• PREMIUM 9 SPEAKER SYSTEM  
TOTAL OPTIONS \$2,790.00  
TOTAL VEHICLE & OPTIONS \$29,035.00  
FINANCING CHARGE 750.00  
PRICE\* \$29,785.00

Meet the Team  
**Perspectives**

Click on each picture to read their stories

**QUESTION:**

- What are some of the biggest challenges or pressures you face in selling new cars at your dealership?

AN INSIDER GUIDE  
**KNOWLEDGE CHECK**  
New Vehicle Sales

80% or higher required!

CONTINUE

Knowledge Check  
**Pricing Terms**

**Instructions:** Click and drag to match the pricing term to the correct definition.

<p><b>Invoice Price</b></p> <div style="border: 1px solid gray; height: 30px; width: 100%;"></div> <p>The price the manufacturer sets and recommends a dealership charge for its vehicles.</p>	<p><b>MSRP</b></p> <div style="border: 1px solid gray; height: 30px; width: 100%;"></div> <p>The price of a new vehicle, as posted on the window. People often use this term interchangeably with MSRP.</p>	<p><b>Sticker Price</b></p> <div style="border: 1px solid gray; height: 30px; width: 100%;"></div> <p>The bill the dealership receives for the purchase of each new vehicle from the OEM. This price includes what the dealer paid for the vehicle, plus fees, advertising and other costs.</p>
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Knowledge Check  
**New Vehicle Sales Manager**

What are some of the main job responsibilities for this role? **Click & drag the correct choices to the Job Description box.**

**Job Description:**

- Order and purchase vehicles for the new vehicle inventory lot
- Sell after-market products, including GAP insurance and maintenance contracts
- Administer and monitor factory sponsored sales programs
- Hire, train and manage sales personnel
- \* Write repair orders including a description of repairs or services needed, plus time and cost estimates