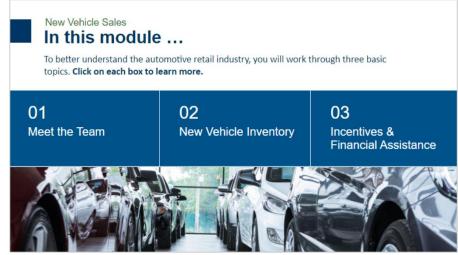
Course Name: An Inside Guide to New Vehicle Sales

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.



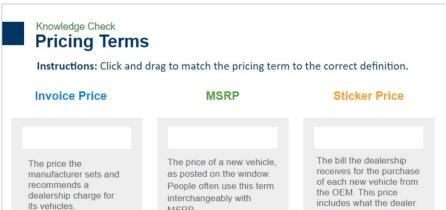












paid for the vehicle, plus

fees, advertising and

other costs.



Knowledge Check

- · 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

MSRP.