

AUTHOR Bohac, Robert D.; Vernon, Robert C.
 TITLE An Analysis of the Automobile Sales Occupation.
 INSTITUTION Ohio State Dept. of Education, Columbus. Div. of Vocational Education.; Ohio State Univ., Columbus. Trade and Industrial Education Instructional Materials Lab.
 SPONS AGENCY Office of Education (DHEW); Washington, D.C.
 PUB DATE [75]
 NOTE 117p.; For related documents, see CE 004 160-163, CE 004 165-206, CE 004 263-268, and CE 004 425-427

EDRS PRICE MF-\$0.76 HC-\$5.70 PLUS POSTAGE
 DESCRIPTORS Communication Skills; *Job Analysis; Knowledge Level; Merchandising; *Motor Vehicles; *Occupational Information; Safety; Salesmanship; *Sales Occupations; Sales Workers; Skill Analysis; Skill Development; *Task Analysis; Task Performance; Work Attitudes

ABSTRACT

The general purpose of the occupational analysis is to provide workable, basic information dealing with the many and varied duties performed in the auto sales occupation. The analysis follows the salesperson through the essential everyday performance of the tasks in the occupation. The duties involve the process of obtaining the prospects and leading them into decisions which will eventually end in a satisfactory sale. The document opens with a brief introduction followed by a job description. The bulk of the document is presented in table form. Ten duties are broken down into a number of tasks and for each task a two-page table is presented, showing on the first page: tools, equipment, materials, objects acted upon; performance knowledge (related also to decisions, cues and errors); safety--hazard; and on the second page: science; math--number systems; and communications; (performance modes, examples, and skills and concepts). The duties are listed as: prospect for customers; qualify the prospect; demonstrate the auto; determine wholesale value of trade; prepare the purchase order; compute the total sales; close the sale; order the prospect's automobile; finance the customer; and followup the sale and delivery. A glossary of trade terms is appended. (BP)

 * Documents acquired by ERIC include many informal unpublished *
 * materials not available from other sources. ERIC makes every effort *
 * to obtain the best copy available. nevertheless, items of marginal *
 * reproducibility are often encountered and this affects the quality *
 * of the microfiche and hardcopy reproductions ERIC makes available *
 * via the ERIC Document Reproduction Service (EDRS). EDRS is not *
 * responsible for the quality of the original document. Reproductions *
 * supplied by EDRS are the best that can be made from the original. *

ED107951

Occupational Analysis

CECC4 164

AUTO SALES

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY.

Instructional Materials Laboratory
Grade and Industrial Education
The Ohio State University

AN ANALYSIS OF THE AUTOMOBILE SALES OCCUPATION

Developed By

Robert D. Bohac
Distributive Education Teacher Coordinator
Ashland County J.V.S.
Ashland, Ohio

Robert C. Vernon
Distributive Education Teacher Coordinator
Knox County J.V.S.
Mount Vernon, Ohio

Occupational Analysis
E.P.D.A. Sub Project 73402
June 1, 1973 to December 30, 1974
Director: Tom L. Hines
Coordinator: William L. Ashley

The Instructional Materials Laboratory
Trade and Industrial Education
The Ohio State University

"The activity which is the subject of this report was supported in whole or in part by the U.S. Office of Education, Department of Health, Education, and Welfare. However, the opinions expressed herein do not reflect the position or policy of the U.S. Office of Education, and no official endorsement by the U.S. Office of Education should be inferred."

TABLE OF CONTENTS

Foreword	v
Preface	vii
Acknowledgment	ix
Job Description	xi
Duties	
A Prospect for Customers	1
B Qualify the Prospect	19
C Demonstrate the Auto	33
D Determine Wholesale Value of Trade	43
E Prepare the Purchase Order	61
F Compute the Total Sales	67
G Close the Sale	75
H Order the Prospect's Automobile	89
I Finance the Customer	93
J Follow-Up the Sale and Delivery	105
 Glossary	 117

FOREWORD

The occupational analysis project was conducted by The Instructional Materials Laboratory, Trade and Industrial Education, The Ohio State University in conjunction with the State Department of Education, Division of Vocational Education pursuant to a grant from the U.S. Office of Education.

The Occupational Analysis project was proposed and conducted to train vocational educators in the techniques of making a comprehensive occupational analysis. Instructors were selected from Agriculture, Business, Distributive, Home Economics and Trade and Industrial Education to gain experience in developing analysis documents for sixty-one different occupations. Representatives from Business, Industry, Medicine, and Education were involved with the vocational instructors in conducting the analysis process.

The project was conducted in three phases. Phase one involved the planning and development of the project strategies. The analysis process was based on sound principles of learning and behavior. Phase two was the identification, selection and orientation of all participants. The training and workshop sessions constituted the third phase. Two-week workshops were held during which teams of vocational instructors conducted an analysis of the occupations in which they had employment experience. The instructors were assisted by both occupational consultants and subject matter specialists.

The project resulted in producing one hundred two trained vocational instructors capable of conducting and assisting in a comprehensive analysis of various occupations. Occupational analysis data were generated for sixty-one occupations. The analysis included a statement of the various tasks performed in each occupation. For each task the following items were identified: tools and equipment; procedural knowledge; safety knowledge; concepts and skills of mathematics, science and communication needed for successful performance in the occupation. The analysis data provided a basis for generating instructional materials, course outlines, student performance objectives, criterion measures, as well as identifying specific supporting skills and knowledge in the academic subject areas.

PREFACE

The goal of this document was to describe the various tasks required of an automobile salesperson. The participants endeavored to maintain a scope which includes different types and sizes of agencies. It was their intent to limit the contents of the analysis to the actual performance level of today's new and used car salesperson.

The analysis follows the salesperson through the essential everyday performance of the tasks in the occupation. The duties involve the process of obtaining the prospects and leading them into decisions which will eventually end in a satisfactory sale.

ACKNOWLEDGMENT

We wish to acknowledge the valuable assistance rendered by the following subject matter specialists. They provided input to the vocational instructors in identifying related skills and concepts of each respective subject matter area and served as training assistants in the analysis process during the two-week workshops.

Rollin M. Barber, Psychology
The Ohio State University
Columbus, Ohio

Jodi Beittel, Communications
Columbus, Ohio

Diana L. Buckeye, Mathematics
University of Michigan
Avon Lake, Ohio

Rick Fien, Chemistry
The Ohio State University
Beachwood, Ohio

N. S. Gidwani, Chemistry
Columbus Technical Institute
Columbus, Ohio

Bruce A. Hull, Biology
The Ohio State University
Columbus, Ohio

Donald L. Hyatt, Physics
Worthington High School
Worthington, Ohio

Glenn Mann, Communications
Columbus, Ohio

Jerry McDonald, Physical Sciences
Columbus Technical Institute
Reynoldsburg, Ohio

Colleen Osinski, Psychology
Columbus Technical Institute
Columbus, Ohio

David Porteous, Communications
University of Connecticut
Colchester, Connecticut

James A. Sherlock, Communications
Columbus Technical Institute
Columbus, Ohio

Jim VanArsdall, Mathematics
Worthington High School
Worthington, Ohio

Lillian Yontz, Biology
The Ohio State University
Caldwell, Ohio

The following individuals are acknowledged for their organizational assistance in identifying and coordinating the vocational instructors and consultants in Distributive Education.

Cathy Ashmore, Director
Distributive Education Instructional
Materials Laboratory
Columbus, Ohio

James R. Gleason
Indian Hills High School
Cincinnati, Ohio

Acknowledgment is extended to the following I.M.L. staff members for their role in conducting the workshops; editing, revising, proofing and typing the analyses.

Faith Justice	Research Associate
Sheila Nelson	Administrative Assistant
Marsha Opritza	Editorial Consultant
Rita Buccilla	Typist
Carol Fausnaugh	Typist
Mindy Fausnaugh	Typist
Rita Hastings	Typist
Carol Hicks	Typist
Sue Holsinger	Typist
Barbara Hughes	Typist
Carol Marvin	Typist
Kathy Roediger	Typist

JOB DESCRIPTION

A new or used car salesperson sells new or used autos on the premises of an auto agency; compiles information on various car models and credit terms to achieve sales; explains features and demonstrates operation of a car in the showroom or on the road; suggests optional equipment for customer to purchase; computes total sales price, including tax, trade-in allowance, license fees, and discount; informs customer of price and requirements for financing, payment of car on credit; prepares sales contract for customer's signature and obtains necessary information for completing credit applications.

Duty A Prospect for Customers

- 1 Obtain a list of preferred leads
- 2 Refer to customer sales file
- 3 Check service department area
- 4 Utilize Motor Vehicle Registration book
- 5 Refer to telephone directory
- 6 Scrutinize the classified ad section of local newspaper
- 7 Maintain community involvement
- 8 Maintain referral source (bird dog)

(TASK STATEMENT) Obtain list of preferred leads

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Graduation lists Organizational lists Union lists Customer lists (present buyers)</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Steps: Obtain a list of preferred leads Contact by phone or mail (business offer) Ask for referrals</p> <p>Note: Obtaining the lists may be one of the most difficult aspects. Time consuming</p>	<p>SAFETY - HAZARD</p>
<p>DECISIONS</p> <p>1. Who to call and <u>when</u></p>	<p>CUES</p> <p>1. Prospects interest or need 2. Congenial Response</p>	<p>ERRORS</p> <p>1. Professional Responsibility 2. Loss of sales</p>

Principles/Concepts

Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables.

Exhibit qualities of self-confidence, self-control, and self-reliance

Communicate pride in establishment

Inhibitors of efficient job performance:

- Fear
- Anxiety
- Rigidity
- Tension
- Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Writing

EXAMPLES

1. Interpret prospects needs
2. Interpret prospects needs

SKILLS/CONCEPTS

1. Persuasion and sales Techniques implying
- Appropriate diction
- Clarity of Expression

(TASK STATEMENT) REFER TO CUSTOMER SALES FILE

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Customer file (invoice)</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Steps:</p> <p>Obtain pertinent information from invoice (name, address, make, model, style of present auto, where financed)</p> <p>Contact prospect (ask for referrals)</p>	<p>SALES FILE - HAZARD</p>
<p><u>DECISIONS</u></p> <p>1. Determine prospects need and wants</p>	<p><u>CUES</u></p> <p>1. Customer interest and need</p>	<p><u>ERRORS</u></p> <p>1. Loss of sales</p> <p>2. Professional responsibility</p>

SCIENCE

Principles/Concepts

Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables

Exhibit qualities of self-confidence, self-control and self-reliance

Communicate pride in establishment

Inhibitors of efficient job performance:
 Fear
 Anxiety
 Rigidity
 Tension

Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables

COMMUNICATIONS

PERFORMANCE MODES

1. Writing
2. Listening
3. Speaking

EXAMPLES

1. Prepare written communication
2. Take notes

SKILLS/CONCEPTS

1. Persuasion and sales techniques
 Denotative/conotative
 Appropriate diction and grammar
2. Discriminate facts from non facts
 Recognize opinions
3. Persuasion and sales techniques
 Clarity of expression, enunciation
 Logic

(TASK STATEMENT) CHECK SERVICE DEPARTMENT AREA (for prospects)

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p>	<p>PERFORMANCE KNOWLEDGE</p>	<p>SAFETY -- HAZARD</p>
<p>Service customers</p>	<p>Steps: Contact service customers Maintain rapport with service manager</p>	
<p><u>DECISIONS</u></p> <p>1. Determine if a need exists</p>	<p><u>CUES</u></p> <p>1. Customers dissatisfaction with present auto</p>	<p><u>ERRORS</u></p> <p>1. Failure to use captive prospects 2. Loss of sales</p>

Principles/Concepts

Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables

Exhibit qualities of self-confidence, self-control, and self-reliance

Communicate pride in establishment

Inhibitors of efficient job performance: **Fear**
Anxiety
Rigidity
Tension

Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables

COMMUNICATIONS

PERFORMANCE MODES

1. Listen
2. Speaking

EXAMPLES

1. Interpret prospects needs
2. Interpret prospects needs

SKILLS/CONCEPTS

1. Sales techniques and persuasion
2. Logic
Implied
Enunciation
Clarity of expression

(TASK STATEMENT)

UTILIZE MOTOR VEHICLE REGISTRATION BOOK

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

State Motor Vehicle Registration
Book
Phone
Writing Materials

PERFORMANCE KNOWLEDGE

Steps:
Identify prospect through license plate #
Cross check through the phone book
Contact perspective customer (phone or write)--question as to wants or needs, make business offer, imprint salesperson's name in their mind
Ask for referrals

SAFETY -- HAZARD

DECISIONS

1. Determine method of contact
2. Qualify prospect

CUES

1. Age of vehicle, make, condition

Note: The active auto buyer trades on an average of every two to three years. Contacting prospects with too old or too new of autos may waste time

ERRORS

1. Loss of sale
2. Professional responsibility

<p style="text-align: center;">SCIENCE</p> <p>Principles/Concepts</p> <p>Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables</p> <p>Exhibit qualities of self-confidence, self-control, and self-reliance</p> <p>Communicate pride in establishment</p> <p>Inhibitors of efficient job performance:</p> <p>Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables.</p>	<p style="text-align: center;">MATH — NUMBER SYSTEMS</p> <p><u>Uses of Numbers: (without calculation)</u></p> <p style="text-align: center;">INDEXING</p>	
<p>COMMUNICATIONS</p>		
<p style="text-align: center;"><u>PERFORMANCE MODES</u></p> <ol style="list-style-type: none"> 1. Writing 2. Reading 3. Speaking 4. Listening 	<p style="text-align: center;"><u>EXAMPLES</u></p> <ol style="list-style-type: none"> 1. Prepare written communication 2. Use of registration book 3. Making phone calls 4. Noting 	<p style="text-align: center;"><u>SKILLS/CONCEPTS</u></p> <ol style="list-style-type: none"> 1. Persuasion and sales techniques - clarity of expression 2. Informational reports Detail/inference 3. Persuasion and sales tech. Appropriate diction-implying, diction, logic 4. Recognize opinion

(TASK STATEMENT)

REFER TO TELEPHONE DIRECTORY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Telephone books</p> <p>Telephone</p> <p>Written matter (post cards, business offers)</p>	<p>Obtain names and telephone numbers</p> <p>Contact prospect</p> <p>Ask for referrals</p>	
<p><u>DECISIONS</u></p> <ol style="list-style-type: none"> Determine prospects wants or needs Determine location, distance may mean a wasted call Note: Distance does not always pertain Determine whether or not the time is right Note: After the dinner hour is best. Afternoon calls open the way with wives 	<p><u>CUES</u></p> <ol style="list-style-type: none"> Customer's wants or needs Customer's unwillingness to communicate 	<p><u>ERRORS</u></p> <ol style="list-style-type: none"> Loss of income Professional responsibility

SCIENCE

MATH - NUMBER SYSTEMS

Principles/Concepts

Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables

Exhibit qualities of self-confidence, self-control, and self-reliance

Communicate pride in establishment

Inhibitors of efficient job performance: Fear Anxiety Rigidity Tension

Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables

COMMUNICATIONS

PERFORMANCE MODES

- 1. Writing
- 2. Listening
- 3. Speaking

EXAMPLES

- 1. Prepare written communication
- 2. Interpret customer's needs
- 3. Interpret customer's needs

SKILLS/CONCEPTS

- 1. Persuasion and sales techniques
- Clarity of expression
- 2. Note taking
- Discriminate facts
- 3. Appropriate diction, enunciation
- clarity of expression, and logic

(TASK STATEMENT) SCRUTINIZE THE CLASSIFIED AD SECTION OF THE LOCAL PAPER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
Newspaper	<p>Steps: Obtain current local newspaper</p> <p>Call the prospect (ask for referrals)</p> <p>Note: Give name and dealer, ask customer to ask for you by name</p>	
<p><u>DECISIONS</u></p> <ol style="list-style-type: none"> Determine what prospects to call 	<p><u>CUES</u></p> <ol style="list-style-type: none"> Prospect interest or need Willingness to trade Congenial response 	<p><u>ERRORS</u></p> <ol style="list-style-type: none"> Loss of sale Professional responsibility

SCIENCE

Principles/Concepts

Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables

Exhibit qualities of self-confidence, self-control, and self-reliance

Communicate pride in establishment

Inhibitors of efficient job performance:
 Fear
 Anxiety
 Rigidity
 Tension

Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables

COMMUNICATIONS

PERFORMANCE MODES

1. Reading
2. Listening
3. Speaking

EXAMPLES

1. Interpret customer need
2. Interpret customer need
3. Interpret customer need

SKILLS/CONCEPTS

1. Detail/inference
2. Discriminate facts from non facts
 Note taking
3. Persuasion and sales techniques

MAINTAIN COMMUNITY INVOLVEMENT

(TASK STATEMENT)

PERFORMANCE KNOWLEDGE

SAFETY HAZARD

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Civic organizations
Community projects

Steps:
Join the appropriate
organization

ERRORS

1. Loss of a source of constant referral
2. Waste of time
3. Professional responsibility

CUES

1. Organization activities in community affairs
Note: do they become involved

DECISIONS

1. Decide which organization would be most beneficial

- Principles/Concepts
- Communicate pride in establishment
- Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables
- Maintain capacity to generate integrity
- Awareness of ones diverse, intuitive (creative) capacities
- Awareness of ones unlimited intellectual activities

COMMUNICATIONS

PERFORMANCE MODES

- 1. Listening
- 2. Speaking

EXAMPLES

- 1. Developing leads
- 2. Verbal involvement

SKILLS/CONCEPTS

- 1. Auditory discrimination
Discriminate facts from non-facts
- 2. Persuasion and sales techniques
Implying, poise, and clarity of expression

(TASK STATEMENT) MAINTAIN REFERRAL SOURCES (BIRD DOGS)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Business People
(Bars, service station, clothing stores)
Friends
Relatives

PERFORMANCE KNOWLEDGE

Steps:
Personally contact bird dogs (periodically)
Offer to compensate (compensate after delivery)

SAFETY - HAZARD

DECISIONS

1. Determine method of compensation
2. Determine if source understands what you want done and how it is to be done

CUES

1. Interest in extra source of income
2. Large consumer contact

ERRORS

1. Loss of extra sales
2. Ill-will between bird dog and salesperson

<p>SCIENCE</p> <p>Principle: Exhibit capacity to foster trust Principle: Exhibit qualities of tact Principle: Communicate pride in establishment</p>	<p>MATH — NUMBER SYSTEMS</p> <p>Set of Real Numbers</p>
---	--

<p>COMMUNICATIONS</p>		
<p><u>PERFORMANCE MODES</u></p> <p>1. Speaking</p>	<p><u>EXAMPLES</u></p> <p>1. Maintain referral sources</p>	<p><u>SKILLS/CONCEPTS</u></p> <p>1. Implying, logic 2. Persuasion and sales techniques 3. Clarity of expression</p>

Duty B Qualify the Prospect

- 1 Establish customer rapport
2. Determine occupation and place of employment
- 3 Determine length of employment
- 4 Ask length of residence and form of ownership
- 5 Ascertain financial obligation
- 6 Obtain agreement on style, model and equipment

28

ESTABLISH CUSTOMER RAPPORT

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Customer
Organizations
Names

PERFORMANCE KNOWLEDGE

Steps:
Obtain names, relatives, organizations, hobbies, special interest
Establish for common interest
Acquire general knowledge of popular interest
Be a conversationalist
Note: This task is probably the most important step. It usually begins the sales process

SAFETY - HAZARD

DECISIONS

- 1. Is there a common interest

CUES

- 1. Names, organizations, hobby, sticker - on auto, dress, rings, (wearing apparel)

ERRORS

- 1. Loss of sale
- 2. Lack of trust

TASK STATEMENT

SCIENCE

Principle:

1. Capacity to maintain open-mindedness and composure
2. Excessive identification with ones social role (inhibitor) concept: Do not reflect own values
3. Exhibit capacity to listen openly and attentively
Concept: Avoid contradiction of prospect

Principle: Conscious awareness of physical expressions
Concept: Movement from tension to relaxation

Rule: "You can win an argument and lose a sale"

MATH — NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Listening

EXAMPLES

1. Interpret customer needs
2. Build confidence

SKILLS/CONCEPTS

1. Persuasion and sales techniques
Logic, dress, grooming, facial and body features, poise
2. Discriminate facts from non facts
Recognize opinions
Logic

(TASK STATEMENT) DETERMINE OCCUPATION AND PLACE OF EMPLOYMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Customer</p>	<p>Step: Get customer name and ask pertinent information</p>	
<p><u>DECISIONS</u></p> <ol style="list-style-type: none"> 1. Evaluate if occupation and employment qualifies buyer 	<p><u>CUES</u></p> <ol style="list-style-type: none"> 1. Wife/spouse employed 	<p><u>ERRORS</u></p> <ol style="list-style-type: none"> 1. Lack of rapport 2. Poor credit risk 3. Inefficient use of time

TASK STATEMENT

SCIENCE

1. Exhibit capacity to listen openly and attentively in this communication process
2. Maintain capacity to foster trust
3. Maintain capacity to generate integrity
4. Exhibit qualities of tact, poise, consideration, graciousness, and imagination
5. Analyze prospect's ability to pay

MATH — NUMBER SYSTEMS

Measurement: non-geometric
TIME --- Years, months, etc.

32

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Listening

EXAMPLES

1. Interpret communications
2. Interpret communications

SKILLS/CONCEPTS

1. Clarity of expression
Sales techniques
Appropriate diction and enunciation
2. Discriminate facts from non-facts
Detection of propaganda devices
Concentration, noting

DETERMINE LENGTH OF EMPLOYMENT

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Customer

PERFORMANCE KNOWLEDGE

Step: Determine length of employment

SAFETY -- HAZARD

DECISIONS

- 1. Establish customer's credit

CUES

- 1. Number of jobs
- 2. Length of time

ERRORS

- 1. Ineffective use of time
- 2. Loss of financing

TASK STATEMENT)

SCIENCE

Principles/Concepts

1. Maintain customer illusion of privacy (personal questions)
2. Excessive identification with one's social role
3. Analyze prospect's ability to pay
4. Principle: Exhibit qualities of self-confidence, self-control, and self-reliance

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Listening

EXAMPLES

1. Ask for information
2. Note what is said

SKILLS/CONCEPTS

1. Appropriate diction, enunciation, Sales techniques
2. Discriminate facts from non facts
Note taking

ASK LENGTH OF RESIDENCE AND FORM OF OWNERSHIP

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

PERFORMANCE KNOWLEDGE

SAFETY - HAZARD

Customer oriented

Steps:
Obtain time in present and
past residence
Establish whether buying,
renting, or transient

DECISIONS

1. Decide whether customer has credit

CUES

1. Short residence
2. Renting
3. Equity - length of residence

ERRORS

1. Waste of salesperson's time
2. Poor work performance

TASK STATEMENT)

SCIENCE

1. Do not assume expected outcomes
 Concept: Length of residence is not the sole determining factor
 2. Analyze customer's ability to pay
 Example: Use direct and indirect questions
- Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Listening

EXAMPLES

1. Direct and indirect questioning
2. Analyze oral communication

SKILLS/CONCEPTS

1. Implying, logic, clarity of expression
2. Discriminate facts from opinion
 Note taking

(TASK STATEMENT) ASCERTA IN FINANCIAL OBLIGATIONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Credit Bureaus Financial Institutions Customer</p>	<p>Steps: Obtain information on present title of status Contact credit bureau or bank for "pay-off" Ask for present car statement</p>	
<p><u>DECISIONS</u></p> <p>1. Judge customer's financial status</p>	<p><u>CUES</u></p> <p>1. Amount of indebtedness 2. Clear and free title</p>	<p><u>ERRORS</u></p> <p>1. Credit rejection 2. Loss of sale</p>

TASK STATEMENT)

SCIENCE	MATH — NUMBER SYSTEMS
<p>Principle: Maintain capacity to foster trust Concept: Salesperson must be discreet</p> <p>Principle: Maintain capacity to foster confidentiality Concept: Salesperson must be discreet and let the prospect understand the reasons one must ask the kinds of questions asked</p> <p>Principle: Maintain customer's illusion of privacy Concept: Keep confidential items confidential</p> <p>Rule of ethics: "Do unto others as you would have others do unto you"</p>	

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
<ol style="list-style-type: none"> 1. Speaking 2. Listening 	<ol style="list-style-type: none"> 1. Verbally interpret credit status 2. Verbally interpret credit status 	<ol style="list-style-type: none"> 1. Gestures, facial and body features, dress; Clarity of expression, Poise; Sales techniques 2. Discriminate facts from non-facts; Detection of propaganda devices; Logic, Note taking.

(TASK STATEMENT) OBTAIN AGREEMENT ON STYLE, MODEL AND EQUIPMENT

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Customer Fact Book Inventory sheet Stock order invoice</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Steps: Ask for information as to desired make, model, and style Check inventory Narrow the selection Obtain customer commitment</p>	<p>SAFETY -- HAZARD</p>
<p><u>DECISIONS</u></p> <p>1. Judge customer needs</p>	<p><u>CUES</u></p> <p>1. Size of family 2. Amount of travel 3. Personal Preference 4. Financial status</p>	<p><u>ERRORS</u></p> <p>1. Customer dissatisfaction 2. Inefficient use of time</p>

TASK STATEMENT)

SCIENCE

Principle: Excessive attachment to personal value sets which inhibit open interpersonal communication
Concept: Do not allow personal bias to enter into the choosing of an auto for a customer (inhibitor)

Principle: Grant appropriate regard for customer's unique needs
Concept: Satisfy customer's needs

Principle: Exhibit qualities of self-confidence, self-control, self-respect and adaptability
Concept: Salesperson must maintain control of the situation

"Consumed customers may be an upsetting situation"

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Viewing
3. Listening

EXAMPLES

1. Interpret prospect's needs
2. Interpret prospect's needs
3. Interpret prospect's needs

SKILLS/CONCEPTS

1. Appropriate diction
Persuasion and sales techniques
2. Visual analysis
Memory, describing, logic
Detail/inference
Color discrimination
3. Recognize opinions
Note taking
Discriminate facts from non facts

40

Duty C Demonstrate the Auto

- 1 Show prospect an automobile
- 2 Allow prospect to inspect the features and benefits of the automobile
- 3 Take prospect on demonstration drive
- 4 Lead the prospect

(TASK STATEMENT) SHOW PROSPECT AN AUTOMOBILE - SELL THAT CAR

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Customer
Automobile

PERFORMANCE KNOWLEDGE

Steps:
Take customer to inventory
Select acceptable vehicle
(to customer and salesperson)
Salesperson should emphasize
trading-up. Lead the prospect
Know the product thoroughly

SAFETY -- HAZARD

DECISIONS

- 1. Determine appropriate vehicle

CUES

- 1. Customer expressions or actions

ERRORS

- i. Inefficient use of time
- 2. Confusion in sale

TASK STATEMENT)

SCIENCE

Principle: Conscious awareness of physical expressions basic to peak physical performance

Concept: Body rhythm
Movement from tension to relaxation
Body balance and posture

Principle: Awareness of one's changing emotional states

Concept: Get customer excited, appeal to emotions
Principle: Paint picture of ownership
Concept: Get customer into the car

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Viewing
3. Listening
4. Touching

EXAMPLES

1. Interpret customer needs
2. Interpret customer needs
3. Interpret customer needs
4. Observe reactions

SKILLS/CONCEPTS

1. Clarity of expression
Persuasion and sales techniques
2. Visual analysis
3. Logic
4. Shape, texture, size

LEAD PROSPECT TO INSPECT FEATURES & BENEFITS OF AUTOMOBILE

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Automobile Customer Optional equipment Safety equipment</p>	<p>Steps: Maintain product knowledge Demonstrate features and benefits Smell, touch, sight</p>	
<p><u>DECISIONS</u></p> <ol style="list-style-type: none"> 1. What are the best methods to demonstrate the features and benefits 	<p><u>CUES</u></p> <ol style="list-style-type: none"> 1. Customer expression and or actions (approval) disapproval 2. Customer comments (needs) 	<p><u>ERRORS</u></p> <ol style="list-style-type: none"> 1. Poor sales demonstration 2. Loss of sale or additional profit

TASK STATEMENT)

SCIENCE

- Principle: Conscious awareness of physical expression
- Concept: Movement from tension to relaxation
Body rhythm
- Principle: Conscious awareness of the need for a balance (both physical and mental) between tension and relaxation
- Concept: Comfort, Safety
Physical, emotional and intellectual health
- Principle: "Dramatize the benefits first then the features"

MATH -- NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

- 1. Speaking
- 2. Listening
- 3. Viewing
- 4. Touching

EXAMPLIS

- 1. Interpret customer needs
- 2. Interpret customer needs
- 3. Interpret customer needs
- 4. Observe reactions

SKILLS, CONCEPTS

- 1. Appropriate diction
Persuasion and sales techniques
- 2. Word definition
- 3. Visual analysis
Describing
- 4. Size, texture, shape

(TASK STATEMENT) TAKE PROSPECT ON A DEMONSTRATION DRIVE

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Automobile Route Dealer's License Customer Keys</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Steps: Make certain the demonstrator or used auto is operable Obtain proper keys and stock number Salesperson operates auto initially; customer operates vehicle on predetermined route Reexamine benefits, features and options while customer is operating</p> <p>Note: It is very important that the prospect drive the auto intended for him/her to purchase</p>	<p>SAFETY -- HAZARD</p> <p>Safety: Be sure equipment is understood</p> <p>Hazard: Sudden braking, stops</p>
<p>DECISIONS</p> <ol style="list-style-type: none"> Determine most desirable route Decide what auto to take Customer seating arrangement 	<p>CUES</p> <ol style="list-style-type: none"> Customer gestures, comments 	<p>ERRORS</p> <ol style="list-style-type: none"> Commitment to buy Inappropriate route, additional demonstration time

TASK STATEMENT

SCIENCE

- Principle: Pride of ownership
- Concept: Constantly refer to the car as "his" or "her" (i.e. the customer's) car
- Principle: Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability
- Concept: Always display professional appearance
- Principle: Show and describe equipment with appropriate speed and clarity
- Concept: Efficient use of sales time

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

- 1. Speaking
- 2. Listening
- 3. Viewing
- 4. Touching

EXAMPLES

- 1. Verbal expressions
- 2. Interpret prospect's interests
- 3. Observe reaction
- 4. Observe reaction

SKILLS/CONCEPTS

- 1. Little sales--avoid price talk benefits.
Persuasion and sales techniques
Logic, gestures, facial and body features, poise
- 2. Logic, concentration
Recognize opinions
Describing
Detail/inference
Visual analysis
- 3.
- 4. Size, shape and texture

LEAD THE PROSPECT

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

- Auto inventory
- Customer
- Automobile

PERFORMANCE KNOWLEDGE

Steps:

- Take charge of the sale
- Identify and overcome customer objections
- Reconfirm the customers commitment to buy

Ask if the customer will buy today
 Note: This may be a recap step;
 "Is this the right car,"
 if not, go back to the
 step in the sales where one
 has failed and secure help
 if necessary

SAFETY - HAZARD

DECISIONS

1. When to attempt to close
2. Has the salesperson sold himself or herself and sold the dealership
3. Is the automobile sold

CUES

1. Questions on price or trade-in value and questions on monthly payments
2. Customer approval
3. Comments or gestures of customer

ERRORS

1. Allowing customer to control the sale
2. Not overcoming objections
3. Walk-outs

TASK STATEMENT)

MATH - NUMBER SYSTEMS

SCIENCE

- Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination
- Concept: Take charge of the sale
- Principle: Maintain capacity to cope with conflicting behavior
- Concept: Overcome objections
- Principle: Grant conscious attention to smoothly flowing team work
- Concept: Retain help if necessary
- Principle: Communicate pride in establishment
- Concept: Sell dealership

COMMUNICATIONS

PERFORMANCE MODES

- 1. Speaking
- 2. Viewing
- 3. Listening

EXAMPLES

- 1. Interpret customer needs and wants
- 2. Interpret customer needs and wants
- 3. Interpret customer needs and wants

SKILLS/CONCEPTS

- 1. Appropriate diction
Clarity of expression
Persuasion and sales techniques
Logic
- 2. Memory
Detail and inference
Color discrimination
- 3. Discriminate facts from non facts

Duty D Determine Wholesale Value of Trade

- 1 Inspect tires (trade-in)
- 2 Examine body condition (trade-in)
- 3 Test drive (trade-in)
- 4 Validate mileage
- 5 Inspect the interior
- 6 Check-out electrical equipment
- 7 Check exhaust system
- 8 Justify trade-in appraisal

INSPECT TIRES (TRADE-IN)

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Thread-depth gauge

PERFORMANCE KNOWLEDGE

- Steps:
- Inspect for cuts and cracks
 - Inspect for wear
 - Measure thread depth
 - Check for alignment (visual)

SAFETY -- HAZARD

- Safety: Excessively worn tires may increase the possibility of accidents
- Hazard: Potential accident
Potential legal implication

DECISIONS

1. Determine acceptable thread depth (before replacement is needed)
2. Judge if replacement is necessary

CUES

1. Bald areas
2. Uneven wear

ERRORS

1. Increase costs
2. Loss of ACV (Actual Cost Value)

TASK STATEMENT

<p style="text-align: center;">SCIENCE</p> <p>Principle: Conscious awareness of qualities basic to optimal mental performance</p> <p>Concept: Attention Observation Concentration</p> <p>Principle: Conscious awareness of the need for a balance (both physical and mental) between tension and relaxation</p> <p>Concept: Comfort Caution Safety Physical, emotional</p>	<p style="text-align: center;">MATH - NUMBER SYSTEMS</p> <p>Linear measurement of thread depth</p> <p>Positive rationals (fractions)</p> <p>inequality/greater than/less than: STATE SPECIFICATIONS</p> <p>Read and interpret tables, charts and graphs</p> <p>Tread chart</p>
<p>COMMUNICATIONS</p>	
<p style="text-align: center;"><u>PERFORMANCE MODES</u></p> <ol style="list-style-type: none"> 1. Viewing 2. Touching 3. Writing 	<p style="text-align: center;"><u>EXAMPLES</u></p> <ol style="list-style-type: none"> 1. Check thread depth 2. Determining unusual wear 3. Noting condition
	<p style="text-align: center;"><u>SKILLS/CONCEPTS</u></p> <ol style="list-style-type: none"> 1. Describing Recognition of codes Visual analysis 2. Size and shape 3. Description

52

EXAMINE BODY CONDITION (TRADE-IN)

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Auto (trade-in)

PERFORMANCE KNOWLEDGE

Steps:
Visual inspection of exterior

SAFETY - HAZARD

DECISIONS

- 1. Determine repairs necessary

CUES

- 1. Rust
Paint
Chrome condition
Body damage
Missing or broken parts

ERRORS

- 1. Decrease resale value
Decrease profit

TASK STATEMENT)

SCIENCE

Principle: Conscious awareness of qualities basic to optimal mental performance

Concept: Attention
Observation

Principle: Exhibit qualities of tact, poise consideration, graciousness and imagination

Concept: Customer consideration

Principle: Exhibit qualities of tact, poise, consideration and graciousness

Concept: Prospect consideration

MATH — NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Touching
2. Viewing
3. Writing

EXAMPLES

1. Feeling
2. Observing irregularities
3. Noting or recording

SKILLS/CONCEPTS

1. Shape
2. Visual analysis
Describing
Detail and inference
3. Memo format
Description
Terminology

TEST DRIVE (TRADE - IN)

TASK STATEMENT

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

- Transmission
- Brakes
- Alignment
- Tracking
- Power Steering
- Differential
- Shocks
- Engine

PERFORMANCE KNOWLEDGE

- Steps:
Listen for unusual sounds
(Rev engine)
- Note: This task is often performed at the beginning of the sales procedure; it ties into building rapport and obtaining prospect information. At this point, the salesperson is the aggressor

SAFETY - HAZARD

Hazard: Resale of unsafe vehicle

DECISIONS

1. Determining transmission efficiency
2. Determining even braking and efficiency
3. Determine level of exhaust emission (excess)
4. Determine rideability

CUES

1. Drifting
Pulls right or left
Transmission slipping
Unusual sounds
Excessive exhaust emission

ERRORS

1. Increased Costs
2. Decreased profits
3. Poor engine efficiency

ASK STATEMENT)

SCIENCE

- Principle: Conscious awareness of qualities basic to the optimal mental performance
- Concept: Attention
Observation
Concentration
Mental alertness
- Principle: Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables
- Concept: Unusual sounds-- ride-- sight
- Principle: Exhibit qualities of tact
- Concept: Prospect consideration

MATH -- NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Listening
2. Viewing
3. Writing

EXAMPLES

1. Evaluating
2. Inspecting
3. Noting condition

SKILLS/CONCEPTS

1. Noise Discrimination
Proper, improper sounds
Discriminate facts from non facts
2. Describing (discrimination and verbalization)
3. Description of mechanism
Memo format

VALIDATE MILEAGE

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Odometer
Odometer mileage statement

PERFORMANCE KNOWLEDGE

Steps:
Complete odometer mileage
statement upon trade-in time
Visually check odometer

SAFETY - HAZARD

Safety: High mileage may increase
possibility of accidents
equipment failure

Hazard: Potential accidents

DECISIONS

1. Determine legitimate showing
2. Determine value for amount of miles

CUES

1. Uneven numbers
2. Car condition relating to actual mileage

ERRORS

1. Dealership and owner liability
2. Change A.C.V. (Actual Cash Value)

ASK STATEMENT)

SCIENCE

- Principle: Conscious awareness of quality basic to optimal mental performance
- Concept: Attention, observation
- Principle: Exhibit qualities of tact
- Concept: Prospect consideration

MATH — NUMBER SYSTEMS

- WHOLE NUMBERS
- MEASUREMENT: GEOMETRIC
linear --- Miles
- ORDERING-- Use of numbers without calculation

COMMUNICATIONS

PERFORMANCE MODES

- 1. Reading
- 2. Viewing
- 3. Writing

EXAMPLES

- 1. Inspect
- 2. Inspect and compare
- 3. Noting

SKILLS/CONCEPTS

- 1. Speed/rate
- 2. Detail and Inference
Visual analysis
- 3. Informational reports

(TASK STATEMENT) INSPECT THE INTERIOR

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Auto trade-in Jack and spare Lug wrench</p>	<p>Steps: Visual observation (inspect thoroughly)</p>	
<p><u>DECISIONS</u></p> <ol style="list-style-type: none"> Determine condition (upholstery headliner and floor covering) Observe missing knobs, handles and switches Determine cost of missing equipment 	<p><u>CUES</u></p> <ol style="list-style-type: none"> Worn Spoiled Torn 	<p><u>ERRORS</u></p> <ol style="list-style-type: none"> Added expense to dealer Customer dissatisfaction

TASK STATEMENT

SCIENCE

Principle: Conscious awareness of quality basic to optimal mental performance

Concept: Attention
Observation

Principle: Exhibit qualities of tact

Concept: Prospect consideration

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking

2. Writing

EXAMPLES

1. Interpret trade-in offer

2. Assignment of condition

SKILLS/CONCEPTS

1. Persuasion and sales techniques
Logic
Clarity of Expression

2. Classification
Penmanship
Description
Clarity of expression

(TASK STATEMENT) CHECK-OUT ELECTRICAL EQUIPMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Auto trade-in Radio Wipers Battery Light switches, dome lights Air-conditioning Turn signals Heater</p>	<p>Steps: Operate various components</p>	<p>Safety: Electrical shorts Hazard: Potential fire</p>
<p><u>DECISIONS</u></p> <p>1. Determine efficiency and/or malfunction</p>	<p><u>CUES</u></p> <p>1. Non-performance of electrical equipment</p>	<p><u>ERRORS</u></p> <p>1. Scratched or damaged windshield 2. Dealer expense 3. Dissatisfied customer</p>

TASK STATEMENT)

<p>SCIENCE</p> <p>Principle: Conscious awareness of qualities basic to optimal mental performance Concept: Attention, observation</p> <p>Principle: Exhibit qualities of tact Concept: Prospect consideration</p>	<p>MATH — NUMBER SYSTEMS</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <ol style="list-style-type: none"> 1. Viewing 2. Listening 3. Writing 	<p><u>EXAMPLES</u></p> <ol style="list-style-type: none"> 1. Interpret value of trade 2. Interpret value of trade 3. Interpret value of trade
<p><u>SKILLS/CONCEPTS</u></p> <ol style="list-style-type: none"> 1. Visual analysis 2. Auditory discrimination 3. Memo format, Terminology, Diction, Description 	

(TASK STATEMENT) CHECK EXHAUST SYSTEM

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Auto trade-in
Muffler, tail pipe

PERFORMANCE KNOWLEDGE

Steps:
Visual and audio observation

SAFETY -- HAZARD

Safety: Poor performance, environ-
mental damage
Hazard: Asphyxiation

DECISIONS

1. Is replacement necessary

CUES

1. vibration
2. Unmuffled sounds
3. Holes
4. Location

ERRORS

1. Asphyxiation
2. Legal implication
3. Cost factor

(TASK STATEMENT)

<p style="text-align: center;">SCIENCE</p> <p>Principle: Conscious awareness of qualities basic to optimal mental performance Concept: Attention, observation</p> <p>Principle: Conscious awareness of the need for a balance (both physical and mental) Concept: Comfort, safety, physical health</p> <p>Principle: Exhibit qualities of tact Concept: Prospect consideration</p>	<p style="text-align: center;">MATH — NUMBER SYSTEMS</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <ol style="list-style-type: none"> 1. Listening 2. Writing 	<p><u>EXAMPLES</u></p> <ol style="list-style-type: none"> 1. Interpret value of trade 2. Interpret value of trade
	<p><u>SKILLS/CONCEPTS</u></p> <ol style="list-style-type: none"> 1. Noise discrimination 2. Memo format, Description, Terminology

(TASK STATEMENT) JUSTIFY TRADE-IN APPRAISAL

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
<p>N.A.D.A. (National Automobile Dealers Association) wholesale price book or comparable book</p>	<p>Steps: Refer to current edition of N.A.D.A. Condition of trade (clean, average, rough) Determine make, model, year, equipment Obtain wholesale value (price)</p>	

<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
<p>1. Determine how much to offer for the trade</p>	<p>1. Check engine serial number, model number, mileage and equipment, manufacturer's plate or title</p>	<p>1. Misrepresentation 2. Improper evaluation</p>

TASK STATEMENT)

<p style="text-align: center;">SCIENCE</p> <p>Principle: Exhibit quality of fact Concept: Customer consideration</p> <p>Principle: Exhibit qualities of self-confidence, self-control, self-reliance, adaptability Concept: Professionalism</p> <p>Principle: Capacity to maintain open-mindedness and composure</p>	<p style="text-align: center;">MATH – NUMBER SYSTEMS</p> <p>Equality/equivalence (as pertains to rate book)</p>
<p>COMMUNICATIONS</p>	
<p style="text-align: center;"><u>PERFORMANCE MODES</u></p> <ol style="list-style-type: none"> 1. Speaking 2. Writing 	<p style="text-align: center;"><u>EXAMPLES</u></p> <ol style="list-style-type: none"> 1. Interpret trade-in offer 2. Assignment of condition
<p style="text-align: center;"><u>SKILLS/CONCEPTS</u></p> <ol style="list-style-type: none"> 1. Persuasion and sales techniques, Logic, Clarity of expression 2. Classification, Penmanship, Description, Clarity of expression 	

Duty E Prepare the Purchase Order

- 1 Record customer information
- 2 Record description of purchase and trade-in

(7)

RECORD CUSTOMER INFORMATION

(TASK STATEMENT)

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Purchase order Customer</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Steps: Print legibly full name, address, county, city, state and phone number Validate age</p>	<p>SAFETY -- HAZARD</p>
<p><u>DECISIONS</u></p> <p>1. Be sure all information is correct</p>	<p><u>CUES</u></p> <p>1. Drivers license</p>	<p><u>ERRORS</u></p> <p>1. Invalid contract 2. Titled improperly</p>

SCIENCE

Principle: Excessive attachment to fixed-projected time sets (e.g. schedules, appointments)

Concept: "Haste makes waste"

Principle: Grant appropriate regard for customer's personal space (convenience and special interest)

Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Writing
3. Listening
4. Viewing

EXAMPLES

1. Interpretation of customer information
2. Interpretation of customer information
3. Interpretation of customer information
4. Interpretation of customer information

SKILLS/CONCEPTS

1. General vocabulary Usage
2. Penmanship Spelling Description
3. Discriminate facts from non facts
4. Detail and inference

RECORD DESCRIPTION OF PURCHASE & TRADE IN

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>P.O. (Purchase Order)</p> <p>Stock cards or inventory list</p> <p>Customer</p>	<p>Steps:</p> <p>List new or used, model-year make, model, type, color, trim, serial number, stock number</p> <p>List optional equipment</p>	
<p><u>DECISIONS</u></p> <p>1. Is the information correct</p>	<p><u>CUES</u></p> <p>1. Serial number Stock number</p>	<p><u>ERRORS</u></p> <p>1. Invalid purchase order</p>



SCIENCE

Principle: Describe facilities (equipment) with appropriate speed and clarity

Concept: Accuracy

Principle: Conscious awareness of qualities basic to optimal mental performance

Concept: Attention
Concentration
Mental alertness
Organization

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)

CODING ---- Identify using stock numbers

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Reading
3. Viewing

EXAMPLES

1. Interpretation of vehicle information
2. Interpretation of vehicle information
3. Interpretation of vehicle information

SKILLS/CONCEPTS

1. Terminology
Clarity of expression
2. Description of mechanism
Terminology
3. Describing
Detail and inference
Color discrimination
Recognition of symbols, codes and emblems

Duty F Compute the Total Sales Price

- 1 Determine the dealer's sale price
- 2 Obtain trade-in allowance
- 3 Compute dealer's discount

DETERMINE DEALER'S SALE PRICE OF AUTOMOBILE

(TASK STATEMENT)

<p>SAFETY -- HAZARD</p>	<p>PERFORMANCE KNOWLEDGE</p>	<p>STICKER -- Manufacturer's suggested retail price</p> <p>ed --- Dealer's price list</p> <p>New car order book</p> <p>Purchase order</p>
<p>Steps:</p> <p>Ascertain base price (manufacturer suggested)</p> <p>Total up retail cost of desired optional equipment</p> <p>Enter extra charges (such as delivery and handling)</p> <p>Compute sales tax (title fees, transfers of license plates, memo copy of title, and license fees)</p>	<p>CUES</p> <p>1. Cross reference</p>	<p>DECISIONS</p> <p>1. Are the figures correct</p>
<p>ERRORS</p> <p>1. Wrong sales price</p>		

SCIENCE

MATH - NUMBER SYSTEMS

Set of Real Numbers --- Adding columns

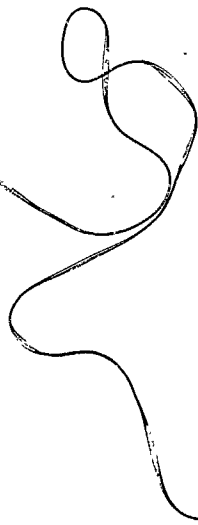
Properties of the real number system

Distributive (multiplication w.r.t. addition)

COMPUTE SALES TAX USING PERCENTAGES

Basic Arithmetic skills and concepts:

FINDING A PERCENT OF A NUMBER



COMMUNICATIONS

PERFORMANCE MODES

- 1. Reading
- 2. Writing
- 3. Viewing

EXAMPLES

- 1. Obtain numerical information
- 2. Recording customer needs
- 3. Recording customer needs

SKILLS CONCEPTS

- 1. Informational reports
Detail and inference
Comprehension
- 2. Classification
Penmanship
- 3. Logic
Memory

(TASK STATEMENT) OBTAIN TRADE-IN ALLOWANCE

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Trade - In Customer N.A.D.A.</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Steps: Determine condition of trade-in Refer to N.A.D.A. Arrive at wholesale price Confer with sales manager or another party (privately)</p>	<p>SAFETY - HAZARD</p>
<p><u>DECISIONS</u></p> <p>1. Determine retail value</p>	<p><u>CUES</u></p> <p>1. Condition of trade</p>	<p><u>ERRORS</u></p> <p>1. Increase or decreased profit for agency Commission increased or decreased.</p>





SCIENCE

- Principle: Exhibit qualities of tact, poise consideration, graciousness and imagination
- Principle: Maintain capacity to foster trust
- Principle: Exhibit qualities of self-confidence, self-control, self-reliance and self-respect
- Principle: Grant conscious attention to smoothly flowing team work

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Viewing
2. Reading
3. Speaking

EXAMPLES

1. Evaluating allowance
2. Re-interpret wholesale value
3. Confirming transaction

SKILLS CONCEPTS

1. Visual analysis
Describing
2. Comprehension
3. Clarity of expression

217

COMPUTE DEALER'S DISCOUNT

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Purchase order
Customer
Dealer/sales manager

PERFORMANCE KNOWLEDGE

Steps:
Determine whether or not a discount is appropriate
Determine the amount by consulting with sales manager
Perform mathematical computation

SAFETY - HAZARD

DECISIONS

1. The amount of discount to be given

CUES

1. Customer demand

ERRORS

1. Loss of sale
2. Loss of profit

ASK STATEMENT

SCIENCE

Principle: Grant conscious attention to smoothly flowing team work

MATH -- NUMBER SYSTEMS

Basic measurement skills and concepts:
Measurement : non-geometric
MONEY

Basic arithmetic skills and concepts:
FINDING A PERCENT OF A NUMBER

Percent of Manufacturer's suggested retail price

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Writing
3. Listening

EXAMPLES

1. Interpreting agency policy
2. Interpreting agency policy
3. Interpreting agency policy

SKILLS/CONCEPTS

1. Clarity of expression
Persuasion and sales techniques
2. Penmanship
3. Logic
Detection of propaganda devices
Discrimination of facts from
non facts

Duty G Close the Sale

- 1 Maintain proper closing situation
- 2 Reassure the prospect
- 3 Use a variety of closing techniques
- 4 Obtain transaction approval
- 5 Determine when to turn-over (prospect)
- 6 Follow-up walk-outs

79

(TASK STATEMENT)

MAINTAIN PROPER CLOSING SITUATION

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Closing office or area
Order pad
Customer

PERFORMANCE KNOWLEDGE

Steps:
Properly position buyer
Eliminate distractions
Clear all unnecessary materials
from work area
Work with only one order pad
Note: This task is usually the first
step in preparing for the close

SAFETY -- HAZARD

DECISIONS

1. Is the situation conducive
to closing

CUES

1. Relaxed customer, silence
Comments

ERRORS

1. Difficult closing

TASK STATEMENT)

SCIENCE

- Principle: Maintain customer's illusion of privacy by avoiding excessive noise or movement
- Concept: Maintain customer concentration
- Principle: Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability
- Concept: Selling oneself

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

- 1. Viewing

EXAMPLES

- 1. Maintain customer concentration

SKILLS/CONCEPTS

- 1. Logic
Ordering of thoughts and perceptions
Detail and inference
Memory retention

(TASK STATEMENT)

REASSURE THE PROSPECT

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Customer
Stock card (auto description new)
Order pad

PERFORMANCE KNOWLEDGE

Steps: Answer questions and objections
Reinforce customer's ability to buy// Reduce anxiety
Sympathize with the customer

Note: This task may appear in every stage of the close. The salesperson must always be on the defensive;
The customer at this point is under considerable strain and should be handled cautiously

SAFETY -- HAZARD

DECISIONS

1. Is customer confident

CUES

1. Customer's gestures and positive comments

ERRORS

1. Uneasy close, lack of trust
2. Loss of sale

TASK STATEMENT)

SCIENCE

- Principle: Maintain capacity to cope with conflicting behavior
- Principle: Maintain capacity to foster trust
- Principle: Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability
- Concept: Establish customer confidence

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

- 1. Speaking
- 2. Listening
- 3. Viewing

EXAMPLES

- 1. Deliver oral instructions
- 2. Interpret customer objections
- 3. Interpret customer objections

SKILLS/CONCEPTS

- 1. Persuasion and sales techniques
Appropriate diction
Poise
- 2. Recognize opinions
- 3. Logic
Detail and inference

(TASK STATEMENT) USE A VARIETY OF CLOSING TECHNIQUES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Customer Order pad</p>	<p>Steps:</p> <ul style="list-style-type: none"> Direct Close (hand pen, ask for signature) Assumptive Close (would customer like to pick the car up tomorrow) Demonstration Close (re-demonstrate auto) Prompt Action Close (explain that someone else may buy this auto) Silent Close (remain silent) Confrontation Close (no more time, politely close discussion) 	
<p><u>DECISIONS</u></p> <ol style="list-style-type: none"> 1. Whether to ask for help or turnover 2. Use of right technique 	<p><u>CUES</u></p> <ol style="list-style-type: none"> 1. Signature, deposit 	<p><u>ERRORS</u></p> <ol style="list-style-type: none"> 1. Failure to close

<p>SK STATEMENT)</p>	<p>MATH -- NUMBER SYSTEMS</p>			
<p>SCIENCE</p>	<p>Principle: Exhibit capacity to ascertain best closing methods for the particular customer type Concept: Choose correct closing method Principle: Maintain capacity to cope with conflict behavior Concept: Size up the prospect Principle: Exhibit qualities of tact, poise, consideration and imagination Concept: "Put your best foot forward"</p>			
<p>COMMUNICATIONS</p> <table border="1"> <tr> <td data-bbox="771 75 869 724"> <p><u>PERFORMANCE MODES</u></p> <ol style="list-style-type: none"> 1. Speaking 2. Writing 3. Listening </td> <td data-bbox="771 724 869 1365"> <p><u>EXAMPLES</u></p> <ol style="list-style-type: none"> 1. Communicate closing techniques 2. Obtain signature 3. Interpret objections </td> <td data-bbox="771 1365 1372 2028"> <p><u>SKILLS/CONCEPTS</u></p> <ol style="list-style-type: none"> 1. Terminology, Clarity of expression 2. Persuasion and sales techniques 3. Discriminate fact from non-fact </td> </tr> </table>		<p><u>PERFORMANCE MODES</u></p> <ol style="list-style-type: none"> 1. Speaking 2. Writing 3. Listening 	<p><u>EXAMPLES</u></p> <ol style="list-style-type: none"> 1. Communicate closing techniques 2. Obtain signature 3. Interpret objections 	<p><u>SKILLS/CONCEPTS</u></p> <ol style="list-style-type: none"> 1. Terminology, Clarity of expression 2. Persuasion and sales techniques 3. Discriminate fact from non-fact
<p><u>PERFORMANCE MODES</u></p> <ol style="list-style-type: none"> 1. Speaking 2. Writing 3. Listening 	<p><u>EXAMPLES</u></p> <ol style="list-style-type: none"> 1. Communicate closing techniques 2. Obtain signature 3. Interpret objections 	<p><u>SKILLS/CONCEPTS</u></p> <ol style="list-style-type: none"> 1. Terminology, Clarity of expression 2. Persuasion and sales techniques 3. Discriminate fact from non-fact 		

85

(TASK STATEMENT) OBTAIN TRANSACTION APPROVAL

SAFETY -- HAZARD

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

- Purchase order
- Customer
- Trade-in
- Auto new or used
- Cost factors
- County sales tax records
- Title papers
- Fact books
- Deposit slips

PERFORMANCE KNOWLEDGE

- Steps:
- Obtain appraisal on trade-in
 - Determine sales price information
 - Determine total cash price
 - Add sales tax and title fees
 - Record cash down payment
 - Record pay off
 - Record customer deposit and signature
 - Record cash difference
 - Discuss payment
 - Seek sales manager's approval
- Note: This task is mainly administrative in nature and is usually just a formality; psychologically it helps to ease tension

DECISIONS

1. When to seek sales manager's approval

CUES

1. Signed order and deposit

ERRORS

1. Dealership refusal

TASK STATEMENT

SCIENCE

- Principle:** Grant conscious attention to smoothly flowing team work
- Concept:** Verification of transaction
- Principle:** Excessive attachment to fixed-projected time sets (Schedules, Appointments)
- Concept:** Determination of purpose
- Principle:** Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorably or verbally.
- Concept:** Do not allow the participants to become distracted

MATH - NUMBER SYSTEMS

- Set of Real Numbers --- Use of Whole Numbers
- Use of Numbers (without calculation)
COUNTING

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Reading
3. Writing
4. Viewing

EXAMPLES

1. Implementing sales data
2. Implementing sales data
3. Implementing sales data
4. Implementing sales data

SKILLS/CONCEPTS

1. Terminology
Clarity of expression
Persuasion and sales techniques
2. Comprehension
Detail and inference
Informational reports
3. Penmanship
Classification
Clarity of expression
4. Describing
Detail and inference

DETERMINE WHEN TO TURN OVER (ALLOW SOMEONE ELSE TO HELP)

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

- Customer
- Sales Manager
- Other salespersons
- Closer (one man that does nothing but close)

PERFORMANCE KNOWLEDGE

Steps:
 Ask for assistance
 Predetermine signal for help
 Formal introduction of sales manager or other salespersons
 Leave closing area

Note: A salesperson may have covered all the tasks thoroughly but cannot obtain a commitment; psychologically a new face or voice may help close the sale

SAFETY -- HAZARD

DECISIONS

1. Inability to close
2. Having given best effort
3. Switching auto

CUES

1. Length of time
2. Inability to close
3. Customer leaving
4. Objections

ERRORS

1. Customer walk-out

TASK STATEMENT

MATH - NUMBER SYSTEMS

SCIENCE

- Principle: Maintain capacity to foster cooperation
- Concept: Teamwork makes for smoother operation
- Principle: Conscious awareness of qualities basic to optimal mental performance
- Concept: Attention
Observation
Mental alertness
Organization

COMMUNICATIONS

PERFORMANCE MODES

- 1. Listening
- 2. Speaking

EXAMPLES

- 1. Terminating effort
- 2. Asking for assistance

SKILLS/CONCEPTS

- 1. Auditory discrimination
Logic
- 2. Gestures
(signals) facial and body

(TASK STATEMENT) FOLLOW-UP WALK-OUTS

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Prospect Auto Order pad</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Steps: Make final offer at dealership as prospect is walking out Give "low ball" (below cost figure) Immediate follow-up of closing at home or try turn-over</p> <p>Note: Experience will show that a home visit will usually close the sale; psychologically, the prospect feels safer at home and the new auto looks even better in his drive. The salesperson may have to begin from the demonstration drive</p>	<p>SAFETY - HAZARD</p>
---	---	------------------------

<p><u>DECISIONS</u></p> <ol style="list-style-type: none"> 1. Can buying figure be dropped 2. Should auto be switched 3. Should "low ball" be used 4. Should follow-up be continued 	<p><u>CUES</u></p> <ol style="list-style-type: none"> 1. Comments, gestures 2. Agency policy 3. Objections 	<p><u>ERRORS</u></p> <ol style="list-style-type: none"> 1. Business for competition 2. Loss of sale, poor public relations
---	---	--

TASK STATEMENT)

SCIENCE

Principle: Conscious awareness of qualities basic to optimal mental performance

Concept: Mental alertness
Mental clarity
Alertness

Principle: Maintain capacity to cope with conflicting behavior

Principle: Grant appropriate regard for customer's personal space (convenience and special interest)

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Listening

EXAMPLES

1. Delivering final offer
2. Interpret customer's interest

SKILLS/CONCEPTS

1. Appropriate diction
Persuasion and sales techniques
Gestures
Facial and body features
2. Recognize opinions
Detection of propaganda devices

Duty H Order the Prospect's Automobile

1 Determine make, model and style of new automobile

4.

(TASK STATEMENT) DETERMINE MAKE, MODEL AND STYLE OF NEW AUTO (ORDERING)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>New car order book (optional equip. list, color codes, interior availability)</p> <p>Purchase order</p> <p>Color chart</p>	<p>Steps:</p> <ul style="list-style-type: none"> Obtain customer's wants Record information on purchase order Show new car order book to customer Explain optional and standard equipment available <p>Note: The salesperson must follow the same procedures as selling from stock</p>	
<p><u>DECISIONS</u></p> <ol style="list-style-type: none"> 1. Equipment availability 2. Satisfied customer 	<p><u>CUES</u></p> <ol style="list-style-type: none"> 1. Customer's gestures and comments 	<p><u>ERRORS</u></p> <ol style="list-style-type: none"> 1. Loss of sale 2. Decrease commission

(TASK STATEMENT)

SCIENCE	MATH -- NUMBER SYSTEMS
<p>Principle: Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability</p> <p>Principle: Exhibit capacity to listen openly and attentively (without bias) in this communication</p> <p>Principle: Exhibit capacity to foster trust</p> <p>Principle: Grant appropriate regard for customer's unique needs</p>	<p>Reading and interpreting tables, charts and graphs</p> <p>Manufacturer's symbols and codes for make, model, style, optional equipment, and interior</p>

COMMUNICATIONS	
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>
1. Speaking	1. Interpret customer's wants
2. Writing	2. Interpret customer's wants
3. Listening	3. Interpret customer's wants
4. Viewing	4. Interpret customer's wants
<u>SKILLS/CONCEPTS</u>	
	<p>1. Terminology Clarity of expression Logic</p> <p>2. Persuasion and sales techniques Penmanship Memo format Informational reports (P.O.)</p> <p>3. Recognize opinions</p> <p>4. Visual analysis Describing, Color discrimination Recognition of symbols, codes emblems</p>

Duty I Finance the Customer

- 1 Prepare credit application
- 2 Contact lending institutions
- 3 Explain credit process
- 4 Explain the payment plan
- 5 Finalize customer financing

(TASK STATEMENT) PREPARE CREDIT APPLICATION

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Credit application
Customer
Lending institution

PERFORMANCE KNOWLEDGE

Steps:
Obtain all necessary information from customer
Fill out credit application completely and legibly
Select lending institution

Note: This task should be relatively easy if the salesperson has obtained a majority of the information from the first set of tasks; hopefully, the prospect has not misinformed the salesperson in any aspect

SAFETY · HAZARD

DECISIONS

1. What institution to select

CUES

1. Buyers preference
2. Agency policy
3. Creditability

ERRORS

1. Loan approval denied

(TASK STATEMENT)

SCIENCE

MATH - NUMBER SYSTEMS

- Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination
- Principle: Grant appropriate regard for customer's unique needs
- Principle: Maintain capacity to foster confidentiality
- Principle: Exhibit capacity to engender clear statements of rationale
- Principle: Exhibit capacity to foster trust
- Principle: Grant appropriate regard for customer's personal space

COMMUNICATIONS

PERFORMANCE MODES

- 1. Reading
- 2. Writing
- 3. Listening
- 4. Viewing

EXAMPLES

- 1. Comprehending written instructions
- 2. Detailing information
- 3. Interpret customer information
- 4. Interpret customer information

SKILLS/CONCEPTS

- 1. Informational reports
- 2. Penmanship
Spelling
Description
- 3. Discriminate facts from non facts
- 4. Detail and inference

(TASK STATEMENT) CONTACT LENDING INSTITUTIONS

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Telephone Credit application Purchase order</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Steps: Clearly repeat to lending institution all information on credit application Answer questions as to physical information Relate purchase order figures, amount to be financed and including down payment Identify party contacted and results</p>	<p>SAFETY - HAZARD</p>
<p><u>DECISIONS</u></p> <ol style="list-style-type: none"> 1. Who to contact 2. Alternative financing 	<p><u>CUES</u></p> <ol style="list-style-type: none"> 1. Personal acquaintance 	<p><u>ERRORS</u></p> <ol style="list-style-type: none"> 1. Loss of financing

(TASK STATEMENT)

SCIENCE

- Principle: Maintain capacity to foster trust
- Principle: Maintain capacity to foster confidentiality
- Principle: Maintain capacity to generate integrity
- Principle: Grant conscious attention to smoothly flowing team work

MATH -- NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

- 1. Speaking
- 2. Reading
- 3. Viewing

EXAMPLES

- 1. Delivering verbal instructions

SKILLS/CONCEPTS

- 1. Appropriate diction
Clarity of expression
Persuasion and sales techniques
Logic
- 2. Informational reports
- 3. Logic

99.

EXPLAIN CREDIT PROCESS

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Credit application
Customer

PERFORMANCE KNOWLEDGE

Steps:
Inform customer of credit
check results
Discuss with customer
alternative methods of
financing if credit dis-
approved
Encourage larger downpayment
Switch to less expensive
vehicle

SAFETY - HAZARD

DECISIONS

1. When to terminate effort
2. When to ask for co-signer

CUES

1. Poor credit report
2. Improper credit check

ERRORS

1. Poor customer relations

(TASK STATEMENT)

SCIENCE

Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination

Principle: Maintain capacity to foster confidentiality

Principle: Maintain capacity to cope with conflicting behavior

Principle: Capacity to perceive quickly, integrate and function well in the face of unexpected situational variables.

MATH -- NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Reading

EXAMPLES

1. Relaying credit information
2. Relaying credit information

SKILLS/CONCEPTS

1. Terminology
Clarity of expression
Enunciation
Appropriate diction
2. Recommendation reports

(TASK STATEMENT)

EXPLAIN PAYMENT PLAN

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

- Payment book
- Customer
- Purchase order

PERFORMANCE KNOWLEDGE

- Steps:
- Determine net amount to be financed
 - Refer to payment chart as to months and interest
 - Discuss as to insurance needs and benefits
 - Explain exact amount of monthly charges

SAFETY - HAZARD

DECISIONS

- 1. What chart to use

CUES

- 1. Agency policy

ERRORS

- 1. Misunderstanding
Misrepresentation

SCIENCE

- Principle: Show and describe procedure with appropriate speed and clarity
- Principle: Grant appropriate regard for customer's unique needs
- Principle: Exhibit qualities of tact, poise, consideration, graciousness, and imagination

MATH - NUMBER SYSTEMS

- Basic Measurement Skills and Concepts: Read and interpret tables, charts and graphs
- USE OF PAYMENT BOOK FOR ASCERTAINING FIGURES

COMMUNICATIONS

PERFORMANCE MODES

- 1. Speaking
- 2. Reading

EXAMPLES

- 1. Delivering verbal instructions
- 2. Interpret finance chart

SKILLS/CONCEPTS

- 1. Clarity of expression
Logic
Poise
Gestures
- 2. Comprehension
Detail and inference
Proposals

FINALIZE CUSTOMER FINANCING

(TASK STATEMENT)

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Purchase order Bank or loan company's mortgage papers Credit application (File folder)-- Sales jacket</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Steps: Obtain signature on all necessary documents Double check all papers that have been properly completed Place documents in customer's sales jacket Fill out sales jacket information Present sales jacket to sales manager</p>	<p>SAFETY - HAZARD</p>
<p><u>DECISIONS</u></p> <p>1. Have the documents all been completed</p>	<p><u>CUES</u></p> <p>1. Sales manager approval</p>	<p><u>ERRORS</u></p> <p>1. Duplication time and effort</p>

TASK STATEMENT)

SCIENCE

Principle: Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables

Principle: Grant conscious attention to smoothly flowing team work

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Writing
2. Viewing

EXAMPLES

1. Recording customer information
2. Observing documents

SKILLS/CONCEPTS

1. Penmanship
Description
Memo format
2. Visual analysis
Memory
Logic
Detail and inference
Recognition of symbols and codes

105

Duty J Follow-Up the Sale and Delivery

- 1 Arrange for final delivery
- 2 Follow-up dealer preparation
- 3 Deliver the automobile
- 4 Perform rapid follow-up of current customers
- 5 Coordinate service problems

106

(TASK STATEMENT)

ARRANGE FOR FINAL DELIVERY

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Customer

PERFORMANCE KNOWLEDGE

- Steps:
- Confirm delivery date, time and place
 - Remind the customer to bring needed cash
 - License plates or 20 day tags (sign for)
 - Discuss legal responsibilities

SAFETY - HAZARD

DECISIONS

- 1. Are final arrangements complete

CUES

- 1. Agency policy, customer needs

ERRORS

- 1. Poor public relations
- 2. Uncertain delivery

Principle: Exhibit capacity to engender clear statements of rationale

Concept: Confirming agency policy

Principle: Maintain regard for differing views on maximum efficiency of the operation

Principle: Grant appropriate regard for customer's unique needs

Principle: Exhibit capacity to ascertain best service for the particular party type requested

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking

2. Viewing

EXAMPLES

1. Interpreting agency policy

2. Interpreting agency policy

SKILLS/CONCEPTS

1. Clarity of expression
 Enunciation
 Implying
 Logic
 Appropriate diction

2. Memory
 Logic
 Visual analysis
 Detail and inference

FOLLOW-UP DEALER PREPARATION

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Automobile
Purchase order

PERFORMANCE KNOWLEDGE

Steps:
Visually inspect car preparation
Check for Equipment installation
Gather warranty card and customer's auto manual
Fill out warranty card or agreements
Gather keys
Obtain/Attach temporary tags if necessary

SAFETY - HAZARD

DECISIONS

1. Is the car ready for delivery

CUES

1. Automobile

ERRORS

1. Poor customer relations

TASK STATEMENT)

SCIENCE

- Principle: Maintain regard for differing views on maximum efficiency of the operation
- Principle: Grant appropriate regard for customer's unique needs
- Principle: Grant conscious attention to smoothly flowing team work

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

- 1. Viewing
- 2. Writing

EXAMPLES

- 1. Inspecting automobile preparation
- 2. Preparing warranty

SKILLS/CONCEPTS

- 1. Visual analysis
Logic
Detail and inference
Recognition of symbols and codes and emblems
- 2. Penmanship
Classification

(TASK STATEMENT)

DELIVER THE AUTOMOBILE

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

- Hand tools
- Customer
- Automobile
- Trade-in

PERFORMANCE KNOWLEDGE

- Steps:
- Receive trade-in title and outstanding cash
 - Receipt the cash
 - Obtain customer's signature on title
 - Explain the warranty and operator's manual
 - Brief introduction to service department
 - Demonstrate operation of the equipment

SAFETY - HAZARD

DECISIONS

- 1. Are all questions answered and fully explained

CUES

- 1. Customer satisfaction

ERRORS

- 1. Poor customer relations

SCIENCE

Principle: Show and describe facilities with appropriate speed and clarity

Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination

Principle: Grant appropriate regard for customer's personal space (convenience and special interest)

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

1. Speaking
2. Writing
3. Touching

EXAMPLES

1. Interpreting agency policy
2. Preparing receipt
3. Operating equipment

SKILLS/CONCEPTS

1. Implying
Clarity of expression
Enunciation
2. Memo format
Penmanship
3. Manipulative

PERFORM RAPID FOLLOW-UP OF CURRENT CUSTOMERS

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

- Customer
- Bus cards
- Letters

PERFORMANCE KNOWLEDGE

- Steps:
- Upon delivery seek referrals
 - Keep in contact with customer

SAFETY - HAZARD

DECISIONS

- 1. When to schedule periodic contacts (with first 72 hrs. most beneficial)

CUES

- 1. Satisfied customer

ERRORS

- 1. Loss of referrals (loss of sale)
- 2. Repeat business

TASK STATEMENT:

<p style="text-align: center;">SCIENCE</p> <p>Principle: Maintain capacity to foster cooperation</p> <p>Principle: Communicate pride in establishment</p> <p>Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination</p> <p>Principle: Grant appropriate regard for customer's personal space (convenience and special interest)</p>	<p style="text-align: center;">MATH - NUMBER SYSTEMS</p>
<p>COMMUNICATIONS</p>	
<p style="text-align: center;"><u>PERFORMANCE MODES</u></p> <p>1. Speaking</p> <p>2. Listening</p>	<p style="text-align: center;"><u>EXAMPLES</u></p> <p>1. Seeking referrals</p> <p>2. Seeking referrals</p>
<p style="text-align: center;"><u>SKILLS/CONCEPTS</u></p> <p>1. Clarity of expression Appropriate diction Implying Persuasion and sales techniques</p> <p>2. Note taking Detection of propaganda devices</p>	

114

COORDINATE SERVICE PROBLEMS

(TASK STATEMENT)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Customer Service manager Telephone</p>	<p>Steps: Establish rapport with service department Refer customer to service department Refer to parts department</p>	
<p><u>DECISIONS</u></p> <ol style="list-style-type: none"> Determine the seriousness of the situation Determine whether to handle the situation oneself 	<p><u>CUES</u></p> <ol style="list-style-type: none"> Agency policy 	<p><u>ERRORS</u></p> <ol style="list-style-type: none"> Poor customer relations Loss of selling time Loss of future sales

SCIENCE

MATH - NUMBER SYSTEMS

Principle: Maintain regard for differing views on maximum efficiency of operation

COMMUNICATIONS

PERFORMANCE MODES

- 1. Speaking
- 2. Listening

EXAMPLES

- 1. Interpret needs
- 2. Interpret needs

SKILLS/CONCEPTS

- 1. Implying
Logic
Persuasion and sales techniques
- 2. Discriminate facts from non facts
Recognize opinions

GLOSSARY OF TRADE TERMS

A.C.V. - Actual cash value
As Is - Nothing will be done to the auto
Be Back - Lost sale
Bird Dog - Person who obtains prospects for monetary gain
Bump - Raise the sale price
Cold Call - No idea of whom you are calling
Cold Stab - No idea of whom you are calling
Duck - A typical potential customer
Double Dip - Financing term, where customers are financed at two or more places
Gold Plated - Credit of the customer is excellent
High Ball - Dealer raises the sale price above normal
Leads - Prospective customer
Lien - Owes money on present auto
Low Ball - Dealer lowers the sale price below what he will actually sell the auto
N.A.D.A. - National Automobile Dealers Association wholesale price book
P.O. - Purchase order
Referral - Prospective customer
Shopper - Prospective customer
Skating - Another salesperson takes your customer
Switch - Trade customer up or down. (new or used)
Trade-Up - Sell customer more than he/she wants
Turn-Over - Give customer to another salesperson
Up - A typical potential customer
Walk-Out - Loss of sale