

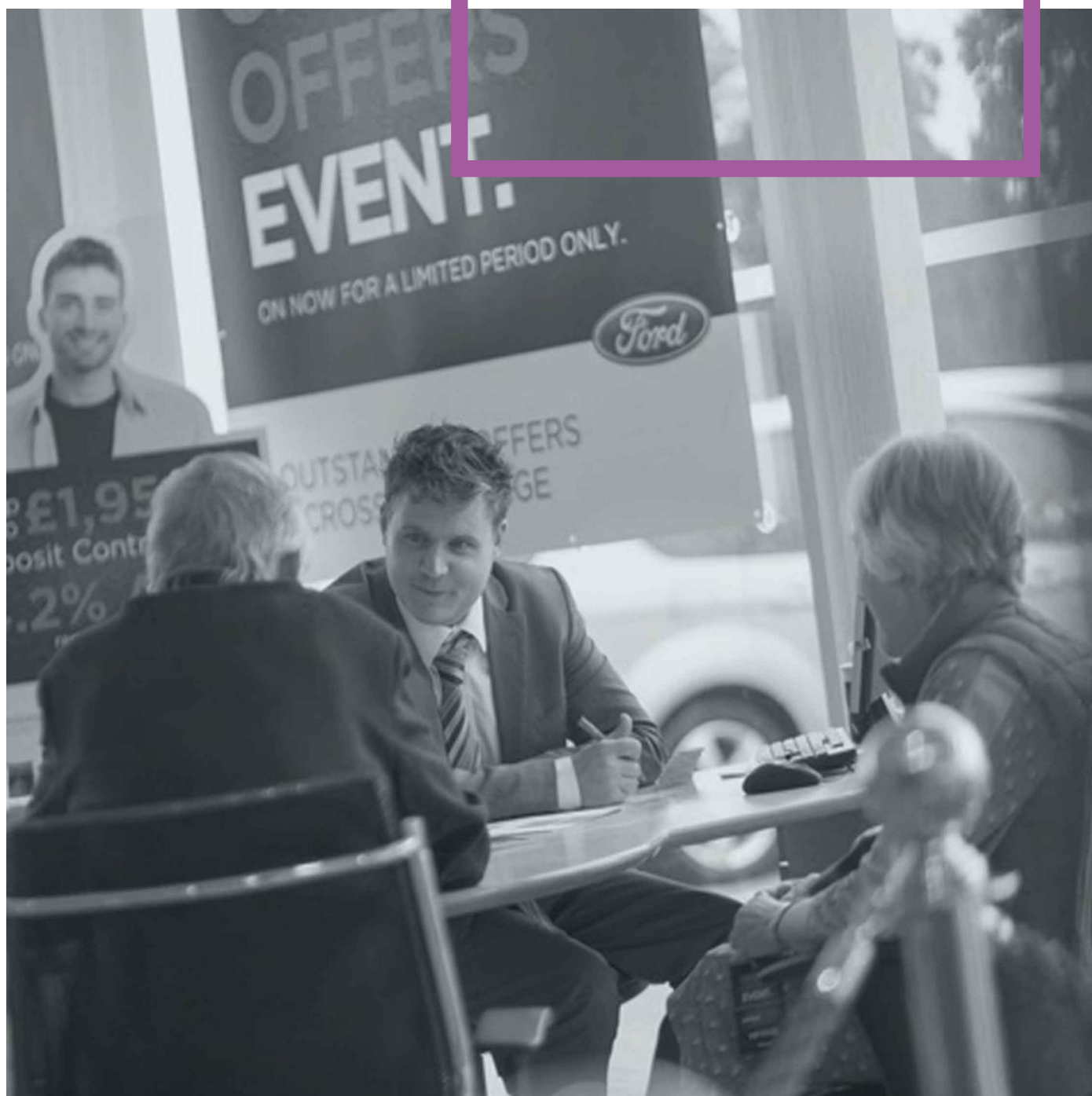


INSTITUTE OF THE  
MOTOR INDUSTRY

IMI ACCREDITATION

# SALES

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## What is IMI Accreditation?

IMI Accreditation is a practical, non-academic way to demonstrate individual capability, providing independent proof of current competence, knowledge and skills.

Focused on the Light Vehicle area of the automotive sector, IMI Accreditation encompasses everyone within this area, from individuals working directly on vehicles to those advising customers or managing a dealership. Three different types of accreditation reflect the diverse range of roles within the motor industry: Technical, Customer Facing and Management

Accreditation typically takes just one day to achieve (depending on the specific route), with individuals assessed against industry-agreed standards. Each accreditation route is designed using best practice techniques, and offers multiple career development options for a specific job role.

## Accreditation is available for the following routes:

- Technical
  - Air Conditioning
  - Autoglazing
  - Cosmetic Repair
  - Digital Audio Broadcasting
  - Electric Vehicle
  - Fast Fit
  - Light Vehicle Maintenance & Repair
  - Light Vehicle Inspection
  - Mechanical Electrical Trim
  - Motorcycle
  - Paint
  - Panel
  - Roadside
  - Vehicle Damage Assessor
- Customer Facing
  - Customer Service
  - Parts
  - Sales
- Management
  - Management

Once an individual has passed all the required practical and knowledge-based modules in a specific route, they will receive a certificate of achievement which is valid for three years.



## IMI Accreditation benefits

IMI Accreditation was created to help the motor industry keep on top of constant, rapid changes in technology, legislation and working methods, by encouraging and measuring the current competence, knowledge and ability of those working within it. By providing proof of current competence, IMI Accreditation benefits both individuals and their employers.

Those gaining accreditation receive:

- An IMI Accredited certificate
- Inclusion on IMI Professional Register
- Industry-wide recognition of their skills and abilities
- Confidence
- Advice and guidance for development
- An opportunity for career progression

While the employer of an accredited individual benefits from:

- Confidence in the individual's ability
- Eligibility for British Standard/DVSA requirements (depending on routes)
- Increased customer visibility on the IMI Professional Register
- Higher work output and fewer mistakes
- Public confidence in abilities

## Industry Recognition through the IMI Professional Register

The IMI Professional Register is an industry-wide database of professionals in the motor industry. The Register is promoted to consumers as a place to find trustworthy professionals who have proven their skills and competence within specialist areas of the industry. IMI Accredited individuals are automatically included on the IMI Professional Register.

## Routes to Accreditation

There are two routes to gaining IMI Accredited status: Full Assessment and Conversion\*. Full Assessment involves the completion of all practical and knowledge-based assessments at each level. Conversion enables an individual to use existing qualifications to gain exemption from specific modules.

IMI Accreditation continually evolves to meet the changing needs of the industry, with each accreditation valid for three years, after which time an individual is required to undertake a new assessment either at the same level, next career level or a different route in order to prove their current competence.

IMI Accreditations are delivered through the IMI approved centre network, and you can find your nearest centre or explore assessment routes at [www.theimi.org.uk/awarding](http://www.theimi.org.uk/awarding).



### Further Information

For further information on any of the accreditation routes, please visit [www.theimi.org.uk/accreditation](http://www.theimi.org.uk/accreditation) . Alternatively call 01992 511521 to contact IMI directly.

### Who is Sales for?

The Sales route is intended primarily for professionals in the motor industry working directly or indirectly with the consumer/customer. The role of 'Sales Executive', for example, will generally be an employee of a department within a business dealing with routine sales enquiries from customers. That said, Sales need not be restricted to a single job role – demand is increasing across our industry for training and accreditation in Sales for owners of small to medium sized enterprises and even some 'back room' staff.

There are two levels within Sales:

- **Sales Executive**  
The candidate should be working in Sales and have a minimum of three months experience to ensure they are familiar with the skills and knowledge required.
- **Senior Sales Executive**  
The candidate should be working in Sales and have a minimum of three years experience to ensure they are familiar with the skills and knowledge required.

### Sales – Route Structure

Those wishing to achieve IMI accreditation will be required to use the following method:

- **Full Assessment**

For those wishing to retain their accreditation there are two options, these are:

- **Full Assessment**
- or
- **AOM Update**

**Note:** In order to re-accredit using 'AOM Updates' (Assessed Outcome Modules) the candidate's accreditation must remain valid throughout the assessments and until all of the prescribed AOMs have been passed. Should the accreditation expire beforehand, the candidate will be required to re-take a 'full assessment'.



<b>Sales Executive</b>	<b>Full Assessment</b>
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The candidate is required to complete the following modules:

Communication	AOM 172
Written Communication	AOM 173
Product and Technical - Basic	AOM 174
Objection Handling and Complaints	AOM 175
Business and Process	AOM 176

<b>Senior Sales Executive</b>	<b>Full Assessment</b>
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The candidate is required to complete the following modules:

Workload*	AOM 177
Warranty*	AOM 178
Product and Technical – Advanced*	AOM 179
Coaching and Supervision	AOM 180

**\*Note:** this module is a knowledge only assessment.

Candidates wishing to accredit in Senior Sales Executive, are required to hold a valid accreditation for 'Sales Executive'. The latter must remain valid throughout the assessment process.

<b>Sales Executive</b>	<b>AOM Update</b> <small>Reaccreditation only</small>
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The candidate is required to complete the following modules:

Communication	AOM 172
Written Communication	AOM 173
Sales – Theory	AOM 181



Senior Sales Executive

AOM Update Reaccreditation only

The candidate is required to complete the following modules:

Written Communication	AOM 173
Coaching and Supervision	AOM 180
Senior Sales – Theory	AOM 182



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<b>Accreditation Module Title</b>	Communication
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<b>Module Code</b>	ATA - AOM - 172
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<b>Practical Assessment Time</b>	0.5 hour
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<b>On-line Knowledge Test</b>	N/A
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<b>IMI AOM Level</b>	2
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<b>Module Overview</b>	
<p>Using a practical assessment, the candidate will demonstrate the ability to communicate effectively. They will create positive rapport using a structured approach.</p> <p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>▪ The practical assessment will usually be carried out using role play</li> <li>▪ Communication will be between the candidate and a fictitious customer (an actor)</li> </ul>	

<b>Candidate Profile</b>	
<p>This module is intended for candidates working in a Sales role or a role where Sales and/or contact with customers is commonplace. The candidate will ideally have a minimum of three months experience in the role.</p>	

<b>Links with Accreditation Routes and Modules</b>	
This module features in:	
<b>IMI Accreditation Route</b>	<b>IMI Accreditation Level</b>
Sales	Sales Executive





Skills Requirements	
The candidate must demonstrate the ability to:	
1.1	Appropriately 'Meet & Greet' - e.g. using one's own name and the customer's name
1.2	Influence others and create positive rapport
1.3	Be empathetic and reassuring
1.4	Demonstrate active listening skills
1.5	Demonstrate negotiation skills
1.6	Demonstrate effective questioning skills - ( Qualification )
1.7	Professional approach throughout
1.8	Manage expectations
1.9	Demonstrate positive body language
1.10	Make effective eye contact
1.11	Identify opportunities to sell additional work, products and services ("up-sell") e.g. body-shop, smart repairs, tyre supply, autoglazing, insurance products, accessories
1.12	Understand schedules and pricing
1.13	Present the features, advantages and benefits of a product/service
1.14	Sound knowledge of the competitor offer
1.15	Demonstrate in-depth product knowledge - e.g. model range, special offers, parts, accessories
1.16	Use clear, positive, jargon-free terminology
1.17	Use an appropriate tone of voice
1.18	Adhere to the organisation's sales process
1.19	Be familiar with basic Consumer Law - Duty of Care
1.20	Demonstrate enthusiasm in the role
1.21	Demonstrate motivation to succeed
1.22	Understand your contribution to the team and to the business as a whole
1.23	Understand buying motives e.g. emotional, rational and distress purchases
1.24	Seek repeat business
1.25	Seek referral business
1.26	Establish a clear agenda
1.27	Identify appropriate F&I products and the insurance based products for which the customer qualifies
1.28	Ask for the business
1.29	Negotiate successfully to close the sale



<b>Accreditation Module Title</b>	Written Communication					
<b>Module Code</b>	ATA - AOM - 173					
<b>Practical Assessment Time</b>	0.75 hour					
<b>On-line Knowledge Test</b>	N/A					
<b>IMI AOM Level</b>	2					
<b>Module Overview</b>	<p>This module is a practical assessment. The candidate will demonstrate the ability to communicate effectively in writing.</p> <p>Practical assessment will be in two parts, as follows:</p> <ol style="list-style-type: none"> <li>1. A complaint letter and/or e-mail requiring the candidate's written/typed response. They will be expected to correctly interpret the content of the correspondence and to provide an appropriate response/solution.</li> <li>2. The candidate will be required to prepare an invoice, quotation, estimate or similar document (bespoke versions in keeping with the candidate's employing organisation will be acceptable subject to approval by the Awarding Organisation). This assessment is designed to test the candidate's accuracy and ability to collate relevant data and present it clearly.</li> </ol>					
<b>Candidate Profile</b>	<p>This module is intended for candidates working in a Sales role or a role where Sales and/or contact with customers is commonplace. The candidate will ideally have a minimum of three months experience in the role.</p>					
<b>Links with Accreditation Routes and Modules</b>	<p>This module features in:</p> <table border="1"> <thead> <tr> <th>IMI Accreditation Route</th> <th>IMI Accreditation Level</th> </tr> </thead> <tbody> <tr> <td rowspan="2">Sales</td> <td>Sales Executive</td> </tr> <tr> <td>Senior Sales Executive</td> </tr> </tbody> </table>	IMI Accreditation Route	IMI Accreditation Level	Sales	Sales Executive	Senior Sales Executive
IMI Accreditation Route	IMI Accreditation Level					
Sales	Sales Executive					
	Senior Sales Executive					



Skills Requirements	
The candidate must demonstrate the ability to:	
1.1	Communicate clearly in a written/typed response
1.2	Correctly interpret a customer issue (delivered in letter and/or e-mail format)
1.3	Offer viable solutions/alternatives
1.4	Deliver a professional/tailored approach – appropriate to the situation
1.5	Prepare and transmit accurate written data e.g. costing, estimates, quotations and invoices



<b>Accreditation Module Title</b>	Product and Technical - Basic				
<b>Module Code</b>	ATA - AOM - 174				
<b>Practical Assessment Time</b>	0.5 hour				
<b>On-line Knowledge Test</b>	K - 174				
<b>IMI AOM Level</b>	2				
<b>Module Overview</b>	<p>The candidate will demonstrate fundamental technical / product knowledge. Up-to-date knowledge is therefore essential e.g. product / model range, service plans, menu pricing, special offers, parts, accessories, service intervals as well as a fundamental knowledge of associated products and services (as appropriate) e.g. body shop, smart repairs, tyre replacement, autoglazing.</p> <p>Practical assessment will usually be by means of a role play.</p>				
<b>Candidate Profile</b>	<p>This module is intended for candidates working in a Sales role or a role where Sales and/or contact with customers is commonplace. The candidate will ideally have a minimum of three months experience in the role.</p>				
<b>Links with Accreditation Routes and Modules</b>	<p>This module features in:</p> <table border="1"> <thead> <tr> <th>IMI Accreditation Route</th> <th>IMI Accreditation Level</th> </tr> </thead> <tbody> <tr> <td>Sales</td> <td>Sales Executive</td> </tr> </tbody> </table>	IMI Accreditation Route	IMI Accreditation Level	Sales	Sales Executive
IMI Accreditation Route	IMI Accreditation Level				
Sales	Sales Executive				



Skills Requirements	
The candidate must demonstrate the ability to:	
1.1	Demonstrate up-to-date product knowledge (as appropriate) e.g. product / model range, service plans, menu pricing, special offers, parts, accessories
1.2	Understand and explain the risks of 'non compliance' e.g. use of prescribed lubricants and adherence to service intervals
1.3	Display a fundamental knowledge of associated products and services (as appropriate) e.g. body shop, smart repairs, tyre replacement, autoglazing
1.4	Possess a basic technical knowledge e.g. service intervals and product anomalies

Knowledge Requirements	
The candidate must indicate a sound knowledge of:	
2.1	Sound knowledge of product / model range, service plans, menu pricing, special offers, parts, accessories, service intervals
2.2	An understanding of the risks of 'non compliance' e.g. use of prescribed lubricants and adherence to service intervals
2.3	Familiarity with associated products and services (as appropriate) e.g. body shop, smart repairs, tyre replacement, autoglazing
2.4	A basic technical knowledge e.g. service intervals and product anomalies



<b>Accreditation Module Title</b>	Objection Handling and Complaints
<b>Module Code</b>	ATA - AOM - 175
<b>Practical Assessment Time</b>	0.5 hour
<b>On-line Knowledge Test</b>	K - 175
<b>IMI AOM Level</b>	2
<b>Module Overview</b>	<p>The candidate will demonstrate a fundamental understanding of the nature of objections and complaints that can occur, remaining calm throughout. They will not take feedback personally; will demonstrate flexibility of approach and the ability to offer a viable solution to a satisfactory conclusion.</p> <p><i>Practical assessment will usually be by means of a role play.</i></p>
<b>Candidate Profile</b>	<p>This module is intended for candidates working in a Sales role or a role where Sales and/or contact with customers is commonplace. The candidate will ideally have a minimum of three months experience in the role.</p>
<b>Links with Accreditation Routes and Modules</b>	
This module features in:	
<b>IMI Accreditation Route</b>	<b>IMI Accreditation Level</b>
Sales	Sales Executive



Skills Requirements	
The candidate must demonstrate the ability to:	
1.1	Overcome objections, providing positive options
1.2	Adopt an impartial approach at all times
1.3	Not react negatively to criticism
1.4	Demonstrate empathy and/or understanding of the customers situation
1.5	Deliver a mutually satisfactory conclusion
1.6	Say 'no' if necessary
1.7	Demonstrate negotiation skills
1.8	Adopt a flexible approach
1.9	Recover well from setbacks, remaining calm
1.10	Call on wider industry knowledge as necessary
1.11	Display up-to-date knowledge of the sector and the competitor offer
1.12	Demonstrate a full knowledge of company policy e.g. Staff complaints procedure

Knowledge Requirements	
The candidate must indicate a sound knowledge of:	
2.1	Knowledge of objection types e.g. 'smoke-screen', 'time-related', 'cost-related', 'product-related'
2.2	Knowledge of the importance of legislation



<b>Accreditation Module Title</b>	Business and Process				
<b>Module Code</b>	ATA - AOM - 176				
<b>Practical Assessment Time</b>	0.5 hour				
<b>On-line Knowledge Test</b>	K - 176				
<b>IMI AOM Level</b>	2				
<b>Module Overview</b>	<p>The candidate will be committed to providing excellent customer service. They will demonstrate a flexible approach and avoid blaming others. The candidate will also demonstrate the ability to accurately collate all necessary information e.g. customer and vehicle details / condition and explain accompanying documentation e.g. quotations or invoices.</p> <p><i>Practical assessment will usually be by means of a role play.</i></p>				
<b>Candidate Profile</b>	<p>This module is intended for candidates working in a Sales role or a role where Sales and/or contact with customers is commonplace.</p> <p>The candidate will ideally have a minimum of three months experience in the role.</p>				
<b>Links with Accreditation Routes and Modules</b>	<p>This module features in:</p> <table border="1"> <thead> <tr> <th>IMI Accreditation Route</th> <th>IMI Accreditation Level</th> </tr> </thead> <tbody> <tr> <td>Sales</td> <td>Sales Executive</td> </tr> </tbody> </table>	IMI Accreditation Route	IMI Accreditation Level	Sales	Sales Executive
IMI Accreditation Route	IMI Accreditation Level				
Sales	Sales Executive				



Skills Requirements	
The candidate must demonstrate the ability to:	
1.1	Accurately collate all necessary information relating to the customers concerns
1.2	Understand and resolve basic customer objections
1.3	Understand and work with available capacity
1.4	Explain their process e.g. a customer invoice (or equivalent document)
1.5	Understand and work to budgetary constraints e.g. limits for concessions to the customer
1.6	Demonstrate ethical behaviour - must not 'over promise'
1.7	Display knowledge of appropriate legislation affecting product/customer
1.8	Demonstrate flexibility of approach
1.9	Avoid blaming others
1.10	Understand the scope of warranties and the risks of non-compliance
1.11	Understand and work to time constraints
1.12	Explain work required and the consequences of inaction to the customer
1.13	Understand the function and importance of customer database management
1.14	Understand and use systems to ensure customer follow-up and satisfaction
1.15	Understand the use of dealer systems

Knowledge Requirements	
The candidate must indicate a sound knowledge of:	
2.1	An understanding the importance of accurately collating information relating to the customers concerns
2.2	An understanding of the importance of ethical behaviour
2.3	Familiarity with appropriate legislation affecting product/customer
2.4	An understanding of the scope of warranties and the risks of non-compliance



<b>Accreditation Module Title</b>	Workload
<b>Module Code</b>	ATA - AOM - 177
<b>Practical Assessment Time</b>	N/A
<b>On-line Knowledge Test</b>	K - 177
<b>IMI AOM Level</b>	3
<b>Module Overview</b>	<p>The candidate will require an understanding of workplace schedules / loading and understand how to forge positive inter-departmental working relationships e.g. between a service department and a workshop.</p> <p><i>This module will be assessed using an under-pinning knowledge assessment.</i></p>
<b>Candidate Profile</b>	<p>This module is intended for candidates working in a 'Sales' role or a role where Sales and/or contact with customers is commonplace.</p> <p>The candidate will be proficient in the key skills involved in a 'Sales' role and will have performed successfully in that environment for a minimum of 3 years. Ideally, the candidate will also have supervisory experience.</p>
<b>Links with Accreditation Routes and Modules</b>	
This module features in:	
<b>IMI Accreditation Route</b>	<b>IMI Accreditation Level</b>
Sales	Senior Sales Executive



Knowledge Requirements	
The candidate must indicate a sound knowledge of:	
2.1	The importance of effective communication with the workshop
2.2	Their role within a team / organisation
2.3	How to forge positive inter-departmental working relationships e.g. between service department and workshop
2.4	Workshop schedules – planned work, time allocation per job type, staff roles, risk management
2.5	Workshop loading – actual work booked, availability of staff, unscheduled task management principles and best practice
2.6	The effect of workshop loading on the service that they provide e.g. customer expectations, delays, incremental cost



<b>Accreditation Module Title</b>	Warranty
<b>Module Code</b>	ATA - AOM - 178
<b>Practical Assessment Time</b>	N/A
<b>On-line Knowledge Test</b>	K - 178
<b>IMI AOM Level</b>	3
<b>Module Overview</b>	<p>The candidate will require a proficient understanding of 'warranty'. They should possess a sound wider-industry knowledge, understand the importance of accurate data collation and be familiar with current legislation.</p> <p>This module will be assessed using an under-pinning knowledge assessment.</p>
<b>Candidate Profile</b>	<p>This module is intended for candidates working in a 'Sales' role or a role where Sales and / or contact with customers is commonplace.</p> <p>The candidate will be proficient in the key skills involved in a 'Sales' role and will have performed successfully in that environment for a minimum of 3 years. Ideally, the candidate will also have supervisory experience.</p>
<b>Links with Accreditation Routes and Modules</b>	
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Sales	Senior Sales Executive



Knowledge Requirements	
The candidate must indicate a sound knowledge of:	
2.1	The scope of warranties - i.e. their make-up, coverage and purpose
2.2	The significance of the competitor offer
2.3	The importance of accurately collating necessary information e.g. customer and product details
2.4	The methodology for assessing a product e.g. a vehicle (pre and post work being carried out)
2.5	The importance of assessing a product e.g. vehicle (pre and post work being carried out)
2.6	The importance of keeping accurate records
2.7	Current legislation



<b>Accreditation Module Title</b>	Product & Technical - Advanced
<b>Module Code</b>	ATA - AOM - 179
<b>Practical Assessment Time</b>	N/A
<b>On-line Knowledge Test</b>	K - 179
<b>IMI AOM Level</b>	3
<b>Module Overview</b>	<p>The candidate will require copious, up-to-date knowledge of their products / services. They will understand the relationship between core products and associated goods / services and possess an in-depth knowledge of current legislation affecting their sub-sector e.g. consumer law.</p> <p><i>This module will be assessed using an under-pinning knowledge assessment</i></p>
<b>Candidate Profile</b>	<p>This module is intended for candidates working in a 'Sales' role or a role where Sales and / or contact with customers is commonplace.</p> <p>The candidate will be proficient in the key skills involved in a 'Sales' role and will have performed successfully in that environment for a minimum of 3 years. Ideally, the candidate will also have supervisory experience.</p>
<b>Links with Accreditation Routes and Modules</b>	
This module features in:	
<b>IMI Accreditation Route</b>	<b>IMI Accreditation Level</b>
Sales	Senior Sales Executive



Knowledge Requirements	
The candidate must indicate a sound knowledge of:	
2.1	Product range, service plans / menu pricing, special offers, parts, accessories, insurance plans
2.2	Engines, components, service intervals, oils, fuels, lubricants, limits and restrictions
2.3	Associated products and services e.g. body shop, smart repairs, tyre replacement, autoglazing, and their significance to the customer i.e. economies of scale, warranty prerequisites, legislation
2.4	The bespoke use of products and services e.g. private / business use of a vehicle and its consequent service / life cycle
2.5	Legislation affecting their sub-sector and, more specifically products or services e.g. motor vehicles, insurance, finance



<b>Accreditation Module Title</b>	Coaching and Supervision
<b>Module Code</b>	ATA - AOM - 180
<b>Practical Assessment Time</b>	N/A
<b>On-line Knowledge Test</b>	K - 180
<b>IMI AOM Level</b>	3
<b>Module Overview</b>	<p>The candidate will demonstrate the ability to influence others and to create positive rapport. They will handle complaints using an, impartial approach at all times.</p> <p>They will demonstrate their ability to mediate in disputes as well as coaching and supporting colleagues in their team. Playing a supporting role to management, they will remain impartial and find appropriate solutions to problems.</p>
<b>Candidate Profile</b>	<p>This module is intended for candidates working in a Sales role or a role where Sales and / or contact with customers is commonplace.</p> <p>The candidate will be proficient in the key skills involved in a Sales role and will have performed successfully in that environment for a minimum of three years. Ideally, the candidate will also have supervisory experience.</p>
<b>Links with Accreditation Routes and Modules</b>	
This module features in:	
<b>IMI Accreditation Route</b>	<b>IMI Accreditation Level</b>
Sales	Senior Sales Executive



Skills Requirements	
The candidate must demonstrate the ability to:	
1.1	Lead by example
1.2	Accept personal responsibility for actions taken
1.3	Interact with colleagues: Influence others and create positive rapport in order to achieve results that are universally beneficial i.e. to staff, the business and customers
1.4	Provide constructive feedback to colleagues
1.5	Provide advice, coaching and support to colleagues
1.6	Intervene and mediate in disputes between team members, seeing them to a satisfactory conclusion
1.7	Play a supporting role for colleagues e.g. addressing tasks in their absence
1.8	Play a supporting role for management e.g. staff and customer liaison
1.9	Understand the importance of good customer relations
1.10	Understand the importance of keeping accurate customer records
1.11	Handle complaints using an impartial approach at all times
1.12	Display the skill to motivate others
1.13	Mediate and find appropriate solutions for customers
1.14	Work unsupervised
1.15	Work to time constraints
1.16	Work to budgetary constraints
1.17	Demonstrate a full knowledge of company policy e.g. Staff complaints procedure
1.18	Identify flaws in processes, offering alternative methodology

Knowledge Requirements	
The candidate must indicate a sound knowledge of:	
2.1	The importance of 'leading by example'
2.2	Provision of constructive feedback
2.3	The importance of providing advice, coaching and support to colleagues
2.4	The importance of playing a supporting role for colleagues e.g. addressing tasks in their absence
2.5	The importance of playing a supporting role for management e.g. staff and customer liaison
2.6	The importance of good customer relations
2.7	The importance of keeping accurate customer records
2.8	Handling complaints using an impartial approach at all times
2.9	How to motivate others
2.10	Company policy e.g. Staff complaints procedure



<b>Accreditation Module Title</b>	Sales - Theory						
<b>Module Code</b>	ATA - AOM - 181						
<b>Practical Assessment Time</b>	N/A						
<b>On-line Knowledge Test</b>	K - 181						
<b>IMI AOM Level</b>	2						
<b>Module Overview</b>	<p>This module is a theory only assessment. It contains questions for the following categories:</p> <ul style="list-style-type: none"> <li>▪ Product and Technical - Basic</li> <li>▪ Objection Handling and Complaints</li> <li>▪ Business and Process</li> </ul> <p>Candidates will be required to answer questions with answers in multiple-choice format.</p>						
<b>Candidate Profile</b>	<p>This module is intended for candidates who work in a Sales role or a role where Sales and / or contact with customers is commonplace. The candidate will ideally have a minimum of three months experience in the role.</p>						
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Sales	Sales Executive						



<b>Knowledge Requirements – Product and Technical (Basic)</b>	
The candidate must indicate a sound knowledge of:	
2.1	Sound knowledge of product / model range, service plans, menu pricing, special offers, parts, accessories, service intervals
2.2	An understanding of the risks of 'non compliance' e.g. use of prescribed lubricants and adherence to service intervals
2.3	Familiarity with associated products and services (as appropriate) e.g. body shop, smart repairs, tyre replacement, autoglazing
2.4	A basic technical knowledge e.g. service intervals and product anomalies

<b>Knowledge Requirements – Objection Handling and Complaints</b>	
The candidate must indicate a sound knowledge of:	
2.5	Knowledge of objection types e.g. 'smoke-screen', 'time-related', 'cost-related', 'product-related'
2.6	Knowledge of the importance of legislation

<b>Knowledge Requirements – Business and Process</b>	
The candidate must indicate a sound knowledge of:	
2.7	An understanding the importance of accurately collating information relating to the customers concerns
2.8	An understanding of the importance of ethical behaviour
2.9	Familiarity with appropriate legislation affecting product / customer
2.10	An understanding of the scope of warranties and the risks of non-compliance



<b>Accreditation Module Title</b>	Senior Sales - Theory
<b>Module Code</b>	ATA - AOM - 182
<b>Practical Assessment Time</b>	N/A
<b>On-line Knowledge Test</b>	K - 182
<b>IMI AOM Level</b>	3
<b>Module Overview</b>	<p>This module is a theory only assessment. It contains questions for the following categories:</p> <ul style="list-style-type: none"> <li>▪ Workload</li> <li>▪ Warranty</li> <li>▪ Product and Technical – Advanced</li> </ul> <p>Candidates will be required to answer questions with answers in multiple-choice format.</p>
<b>Candidate Profile</b>	<p>This module is intended for candidates working in a Sales role or a role where Sales and / or contact with customers is commonplace.</p> <p>The candidate will ideally have a minimum of three years experience in the role and have supervisory experience.</p>
<b>Links with Accreditation Routes and Modules</b>	
This module features in:	
<b>IMI Accreditation Route</b>	<b>IMI Accreditation Level</b>
Sales	Senior Sales Executive

<b>Knowledge Requirements – Workload</b>	
The candidate must indicate a sound knowledge of:	
2.1	The importance of effective communication with the workshop
2.2	Their role within a team / organisation
2.3	How to forge positive inter-departmental working relationships e.g. between service department and workshop
2.4	Workshop schedules – planned work, time allocation per job type, staff roles, risk management
2.5	Workshop loading – actual work booked, availability of staff, unscheduled task management principles and best practice
2.6	The effect of workshop loading on the service that they provide e.g. customer expectations, delays, incremental cost

<b>Knowledge Requirements – Warranty</b>	
The candidate must indicate a sound knowledge of:	
2.7	The scope of warranties - i.e. their make-up, coverage and purpose
2.8	The significance of the competitor offer
2.9	The importance of accurately collating necessary information e.g. customer and product details
2.10	The methodology for assessing a product e.g. a vehicle (pre and post work being carried out)
2.11	The importance of assessing a product e.g. vehicle (pre and post work being carried out)
2.12	The importance of keeping accurate records
2.13	Current legislation

<b>Knowledge Requirements – Product and Technical (Advanced)</b>	
The candidate will require knowledge of:	
2.14	Product range, service plans/menu pricing, special offers, parts, accessories, insurance plans
2.15	Engines, components, service intervals, oils, fuels, lubricants, limits and restrictions
2.16	Associated products and services e.g. body shop, smart repairs, tyre replacement, autoglazing, and their significance to the customer i.e. economies of scale, warranty prerequisites, legislation
2.17	The bespoke use of products and services e.g. private/business use of a vehicle and its consequent service/life cycle
2.18	Legislation affecting their sub-sector and, more specifically products or services e.g. motor vehicles, insurance, finance