

# Sales Overview



<b>What is ATA?</b>	
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ATA is recognition of the current competence of professionals working in the Retail Motor Industry and their commitment to an ethical Code of Conduct.

It is governed by the Institute of the Motor Industry (IMI), the professional association and Sector Skills Council for the Retail Motor Industry.

The route content and structures are constantly reviewed to ensure that they remain current and support skills needs in the sector.

In order to achieve ATA accreditation, the individual is required to pass a series of practical skills and knowledge modules at an approved ATA centre. They must agree to and abide by the ATA Code of Conduct. To maintain their accreditation and prove current competence, the individual is reassessed every three years.

<b>ATA is currently available for the following routes:</b>	
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- Air Conditioning
- Autoglazing
- Cosmetic Repair
- Customer Service
- Digital Audio Broadcasting
- Electric Vehicle
- Fast Fit
- Light Vehicle Maintenance & Repair
- Light Vehicle Inspection
- Mechanical Electrical Trim
- Motorcycle
- Paint
- Panel
- Parts
- Roadside
- Sales
- Vehicle Damage Assessor

Once an individual has passed all of the required Assessed Outcome Modules (AOMs) within a given route, they will receive an ATA ID Card (photo identity card) which is valid for three years.

## Benefits for individuals and employers

- ATA provides reassurance that the skills and knowledge of the accredited individual have been assessed against the industry agreed standard.
- ATA standards are regularly reviewed to align to current technology, methodology and legislation.
- ATA accredited individuals agree to the Code of Conduct – in doing so, they commit to working ethically in our industry.
- ATA provides a national ‘skills benchmark’ that can be used for training and recruitment purposes. It is a recognised development path for individuals and employers alike.
- ATA provides a fair but rigorous assessment. Quality Assurance and consistency in the assessment process are guaranteed using a nationally recognised Awarding Organisation.

## Industry Recognition

ATA accredited individuals will be recognised on a public-facing register.

From April 2013, all industry professionals holding a valid ATA ID Card will automatically be included on the IMI’s Professional Register.

To find out more visit:

<http://imiregister.org.uk/>

## How does an individual arrange to be assessed?

An individual will need to contact an assessment centre approved to deliver ATA. These can be found on the Awarding Organisation’s website:

<http://www.imiawards.org.uk>

Each centre will provide information regarding their availability to deliver the assessments, as well as the process and cost involved.

## Further information

For further information on any of the ATA routes, please visit:

<http://ata.theimi.org.uk>

Alternatively, call 01992 511521 to contact the IMI directly.

<b>Who is ATA Sales for?</b>	
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ATA Sales 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, ATA 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 ATA 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.

<b>ATA Sales – Route Structure</b>	
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Those wishing to achieve ATA accreditation will be required to use the following method:

- **Full Assessment**

For those wishing to retain their accreditation i.e. those who hold a valid ATA card in that route there are two options, these are:

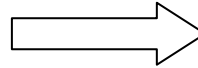
- **Full Assessment**  
or
- **AOM Update**

**Note:** In order to re-accredit using 'AOM Updates' (Assessed Outcome Modules) the candidate's ATA ID Card must remain valid throughout the assessments and until all of the prescribed AOMs have been passed. Should the card 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:

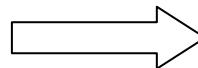
Communication	AOM 172
Written Communication	AOM 173
Product and Technical - Basic	AOM 174
Objection Handling and Complaints	AOM 175
Business and Process	AOM 176



<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



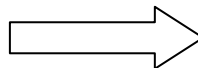
**\*Note:** this module is a knowledge only assessment.

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

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

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

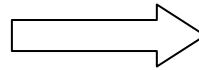


# ATA Sales

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

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



# ATA Sales

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# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Communication
<b>Module Code</b>	ATA - AOM - 172
<b>Version</b>	01-04-2014 Issue 1.0
<b>Practical Assessment Time</b>	0.5 hour
<b>On-line Knowledge Test</b>	N/A
<b>IMI AOM Level</b>	2

<b>Module Overview</b>	
Using a practical assessment, the candidate will demonstrate the ability to communicate effectively. They will create positive rapport using a structured approach.	
Notes:	
<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>	
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.	

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



# Assessed Outcome Modules Outline

Skills Requirements	
The candidate will be required 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

# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Written Communication
<b>Module Code</b>	ATA - AOM - 173
<b>Version</b>	01-04-2014 Issue 1.0
<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. 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 ATA Routes and Modules</b>	
This module features in:	
<b>ATA Route</b>	<b>ATA Level</b>
Sales	Sales Executive
	Senior Sales Executive

# Assessed Outcome Modules Outline

Skills Requirements	
The candidate will be required 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

# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Product and Technical - Basic
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<b>Module Code</b>	ATA - AOM - 174
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<b>Version</b>	01-04-2014 Issue 1.0
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<b>Practical Assessment Time</b>	0.5 hour
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<b>On-line Knowledge Test</b>	K - 174
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<b>IMI AOM level</b>	2
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<b>Module Overview</b>	
<p>The candidate will demonstrate a 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 ATA Routes and Modules</b>	
This module features in:	
<b>ATA Route</b>	<b>ATA Level</b>
Sales	Sales Executive

# Assessed Outcome Modules Outline

<b>Skills Requirements</b>	
The candidate will be required 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

<b>Knowledge Requirements</b>	
The candidate will require:	
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

# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Objection Handling and Complaints
<b>Module Code</b>	ATA - AOM - 175
<b>Version</b>	01-04-2014 Issue 1.0
<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>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 ATA Routes and Modules</b>	
This module features in:	
<b>ATA Route</b>	<b>ATA Level</b>
Sales	Sales Executive

# Assessed Outcome Modules Outline

Skills Requirements	
The candidate will be required 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 will require:	
2.1	Knowledge of objection types e.g. 'smoke-screen', 'time-related', 'cost-related', 'product-related'
2.2	Knowledge of the importance of legislation

# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Business and Process
<b>Module Code</b>	ATA - AOM - 176
<b>Version</b>	01-04-2014 Issue 1.0
<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>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 ATA Routes and Modules</b>	
This module features in:	
<b>ATA Route</b>	<b>ATA Level</b>
Sales	Sales Executive



# Assessed Outcome Modules Outline

<b>Skills Requirements</b>	
The candidate will be required 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

<b>Knowledge Requirements</b>	
The candidate will require:	
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

# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Workload
<b>Module Code</b>	ATA - AOM - 177
<b>Version</b>	01-04-2014 Issue 1.0
<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>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. 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 ATA Routes and Modules</b>	
This module features in:	
<b>ATA Route</b>	<b>ATA Level</b>
Sales	Senior Sales Executive

# Assessed Outcome Modules Outline

Knowledge Requirements	
The candidate will require 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

# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Warranty
<b>Module Code</b>	ATA - AOM - 178
<b>Version</b>	01-04-2014 Issue 1.0
<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. 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 ATA Routes and Modules</b>	
This module features in:	
<b>ATA Route</b>	<b>ATA Level</b>
Sales	Senior Sales Executive

# Assessed Outcome Modules Outline

Knowledge Requirements	
The candidate will require 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

# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Product & Technical - Advanced
<b>Module Code</b>	ATA - AOM - 179
<b>Version</b>	01-04-2014 Issue 1.0
<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>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. 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 ATA Routes and Modules</b>	
This module features in:	
<b>ATA Route</b>	<b>ATA Level</b>
Sales	Senior Sales Executive

# Assessed Outcome Modules Outline

Knowledge Requirements	
The candidate will require 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

# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Coaching and Supervision
<b>Module Code</b>	ATA - AOM - 180
<b>Version</b>	01-04-2014 Issue 1.0
<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.</p> <p>They will handle complaints using an, impartial approach at all times. 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. 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 ATA Routes and Modules</b>	
This module features in:	
<b>ATA Route</b>	<b>ATA Level</b>
Sales	Senior Sales Executive



# Assessed Outcome Modules Outline

Skills Requirements	
The candidate will be required 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

# Assessed Outcome Modules Outline

Knowledge Requirements	
The candidate will require 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

# Assessed Outcome Modules Outline

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# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Sales - Theory
<b>Module Code</b>	ATA - AOM - 181
<b>Version</b>	01-04-2014 Issue 1.0
<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>	

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

# Assessed Outcome Modules Outline

<b>Knowledge Requirements – Product and Technical (Basic)</b>	
The candidate will require:	
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 will require:	
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 will require:	
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

# Assessed Outcome Modules Outline

<b>Accreditation Module Title</b>	Senior Sales - Theory
<b>Module Code</b>	ATA - AOM - 182
<b>Version</b>	01-04-2014 Issue 1.0
<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. The candidate will ideally have a minimum of three years experience in the role and have supervisory experience.</p>	

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

# Assessed Outcome Modules Outline

<b>Knowledge Requirements – Workload</b>	
The candidate will require 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 will require 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

# Assessed Outcome Modules Outline

<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