



AUTOMOTIVE
SALES
CERTIFICATION
PROGRAM



Phase 1

Welcome to the Showroom

Overview

In this phase, you'll learn how to step into the showroom with a pro mindset and process. You'll build trust through listening, empathy, and transparency, use scripts as guides without sounding robotic, and treat objections as opportunities. You'll also prep with the action guide, notes, and quizzes to stay sharp.

Lessons

1. The Pathway to Automotive Sales Success
2. Introduction
3. Welcome to the Showroom
4. Glossary of Common Auto Sales Terms
5. Stepping Into Auto Sales
6. Who's in the Showroom
7. Increase in Profit From Small Incremental Actions
8. General Job Description of Automotive Sales Associate
9. Best Practices for Sales Success
10. Being Authentic
11. Key Performance Metrics
12. Things Have Changed on the Showroom Floor
13. 3 Types of Sales Situations
14. The Traditional Road To The Sale
15. The New Road To The Sale
16. A Typical Car Buyers Journey
17. Extraordinary is the New Ordinary
18. Key Strategies to Build Trust
19. The 4 A's of Salesmanship
20. DIMTY (Do I Matter To You)
21. Shaping the Sale
22. Pathway to Auto Sales Success
23. Get Into the Sales Process

Phase 2

Meet & Greet

Overview

In this phase, you'll learn how to master the meet and greet on the lot, on the phone, and with online leads. You'll project a professional appearance, use welcoming word tracks, delay budget talk, ask open-ended questions, and follow up with thank you notes, your CRM, and short videos with clear calls to action.

Lessons

- 1.3 Main Points to Focus on the Meet & Greet
2. The Best Techniques to Meet & Greet the Customer
3. Well Done is Better than Well Said
4. The Elements of a Lasting Impression
5. Auto Sales Involves More Than Just Offering The Lowest Price
6. Initial Interactions with Customers
7. Situations for Welcoming Customers Reaching Out to the Dealership
8. Customer's Initial Contact by Phone or Email
9. Scenarios for Greeting Customers Visiting the Dealership
10. Welcome the Customer to the Dealership
11. Addressing Customer Concerns
12. The CRM Tool
13. Prospecting
14. Follow-up
- 15.5 Videos Every Auto Associate Needs to Make
16. After Completing Phase 2

Phase 3

Needs Assessment

Overview

In this phase, you'll learn how to uncover a customer's value drivers through conversational, open-ended and probing questions. You'll practice listening to understand, taking notes, and connecting the why behind features to your walkaround and demo drive, keeping focus on the vehicle to build desire and momentum.

Lessons

1. Value Drivers
2. 3 Tips on How to Sell More Cars
3. The Worst Way to Do Needs Assessment
4. Biggest Mistake You Should Avoid
5. Boost Your Influence
6. Avoid Discussing
7. Follow Me
8. Needs Assessment Questions
9. Addressing Customer Concerns
10. After Completing Phase 3

Phase 4

Vehicle Selection-Walkaround-Test Drive

Overview

In this phase, you'll learn how to select the right vehicle by matching functional, financial, feature, and emotional fit to the customer's value drivers. You'll master a structured walkaround and test drive that builds excitement, earns credibility, and guides the customer back to the showroom ready to discuss numbers.

Lessons

1. Vehicle Selection & Walkaround-Test Drive
2. Essential Elements for a Successful Vehicle Selection
3. Selecting The Right Vehicle
4. Vehicle Selection
5. The Walkaround
6. The Spaced Walkaround
7. The Starting Point
8. Used Car Buyers Guide
9. Benefits of the Spaced Walkaround
10. Addressing Customer Concerns
11. The Test Drive
12. When the Waters are Murky Don't Give Up
13. After Completing Phase 4

Phase 5

Facility Tour

Overview

In this phase, you'll learn how to use a facility tour as a strategic trust-building step that sells the dealership, not just the vehicle. You'll practice a simple tour route, making key introductions and highlighting service, parts, awards, and community impact to ease price tension and strengthen commitment.

Lessons

1. Facility Tour
- 2.3 Sales You Need to Make
3. Facility Tour Review

Phase 6

Active Trade Appraisal

Overview

In this phase, you'll learn how to use an active trade appraisal to turn a trade-in into a trust-building conversation. You'll practice walking the vehicle with the customer, asking the right questions, documenting condition and value factors, and explaining your process clearly to reduce objections and close with confidence.

Lessons

1. Introduction to Active Trade Appraisal
2. Active Trade Appraisal
3. Explain Your Trade Appraisal Process
4. What To Do On A Trade Appraisal
5. Online Trade-In Appraisal
6. After Completing Phase 6

Phase 7

Key to Leasing

Overview

In this phase, you'll learn how leasing works and why it wins customers. You'll master key lease terms, payment basics like cap cost, residual, and money factor, plus how to present leasing early, compare options clearly, and handle mileage or ownership objections. You'll also learn CRM timing to drive repeat lease customers.

Lessons

1. Keys To Leasing
2. Glossary of Common Lease Terms
3. Benefits of Leasing A Car
4. Types of Leases
5. How A Lease Works
6. Common Mistakes in Auto Lease Sales
7. Lease Best Practices
8. Great Resources
9. After Completing Phase 7

Phase 8

Presenting Purchase Options

Overview

In this phase, you'll learn how to present cash, finance, and lease options side by side to build trust and give buyers control. You'll practice clear number explanations, the right questions that open dialogue, and how to stay in your seat to address concerns, guide the talk to monthly payment, and close more deals.

Lessons

1. Presenting Purchase Options
2. Methods For Presenting Purchase Options
3. Suggested Dialog
4. Be Prepared for Customer Responses to the Purchase Options
5. Addressing Customer Concerns
6. After Completing Phase 8

Phase 9

The Financial Services Department

Overview

In this phase, you'll learn how the Financial Services Department bridges the sales floor to ownership by structuring deals, managing financing, and ensuring compliance. You'll master the turnover using the three-point turn, transferring trust and setting expectations to lower resistance, boost CSI, and increase profitability.

Lessons

1. The Financial Services Department
2. 3 Point Turn Over to A Financial Service Manager
3. After Completing Phase 9

Phase 10

Wrap Up & Final Certification

Overview

In this final phase, you'll wrap up the Pathway to Auto Sales Success and complete your certification. You'll learn how to apply a clear, honest process for today's digital buyer by staying engaged, knowing your inventory, following up consistently, and using CRM tools to build trust and grow your career long-term.

Lessons

1. Congratulations!
2. A Final Word
3. Closing
4. [Click Here For Final Exam](#)



Certification Exam

Once you complete all 10 phases and pass each exam with a score of 80% or higher, you'll be eligible to receive the official Sales Certification Plaque, shipped directly to you as a recognition of your achievement and expertise.

