

# NADA Salesperson Training & Certification

	Qty	Price Each	Total
<b>TRAINING</b>			
<b>Recertification Kit</b> NADA member only. E-mail address required.		\$35	
<b>Salesperson Training Kit</b> Includes <i>Automotive Sales Today: Winning the Race</i> program. Open to all individuals.		\$69	
<b>Optional Salesperson Certification Examination</b> Prerequisite is Training Kit, above. NADA member only.		\$30	
<b>CERTIFICATION</b>			
<b>Salesperson Certification Dealership Starter Kit*</b> Includes Dealership Owner's Manual with program overview and information, marketing kit, Code of Conduct, 3 Salesperson Training Kits, more. NADA member only.		\$295	
<b>Salesperson Certification Training Kit</b> Includes <i>Automotive Sales Today: Winning the Race</i> program, state law test, certification exam. Required: Dealership Starter Kit plus 1 kit per salesperson. NADA member only.		\$99	
<b>Bonus Offer: Enroll 10 salespeople, receive one kit free!</b>			
<b>Virginia residents, add 5% sales tax.</b>			
<b>Shipping</b> For U.S. orders up to \$100, add \$10; up to \$200, add \$15, over \$200, add \$17.50. Additional \$10 for Canadian and overseas orders.			
<b>TOTAL</b>			

**PAYMENT:**     Check     Visa     MasterCard     American Express

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

**SHIP TO:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Dealership Name \_\_\_\_\_

Shipping Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Date of Order \_\_\_\_\_

**To order:** Mail check and order form to address below. **Or** call with order and credit card information: (800) 252-6232, ext. 2, or (703) 821-7412. **Or** fax order form and credit card information to: (703) 827-6880.

\*Annual dealership renewal fee of \$95 must be paid to maintain dealership status in the program.

NADA Management Education • P. O. Box 9150 • McLean, VA 22102-0150 • www.nada.org • e-mail: me@nada.org

Do you want to be  
**the very best**  
at what you do?

Do you want to  
**sell more cars?**



# Get the Edge You Need. Get NADA Salesperson Training.

**N**ADA SALESPERSON TRAINING & CERTIFICATION is simply the best training you can get in knowledgeable, ethical, customer-focused sales.

Now offered for individual purchase for the first time ever, no one who wants to succeed in new-vehicle sales can afford *not* to have this training!

Included on two CD-ROMs, *Automotive Sales Today: Winning the Race* uses the interactive, multimedia approach that fully engages the student in the learning experience. Self-contained and self-paced, the program can be completed without loss of floor time and income—even at the student's home! Students quiz themselves on each module, and they are taken to the Internet for state law information.

The NADA Salesperson Training course of study was specially developed by NADA with the assistance of acknowledged automotive sales and training experts.

Here's a look at the curriculum that has been designed to help YOU succeed:

## Module 1: Automobile Sales Success

- Customer Loyalty
- Business Calculator
- Customer Focus

## Module 2: Customer-Focused Selling

### *Key Practices for Success*

- Listening and Talking to Your Customers
- Resolving Customer Concerns
- Working with Internet-Savvy Customers

## Module 3: Customer-Focused Selling

### *Ethical Sales Techniques*

- Value of Ethical Sales Behavior
- Professional Code of Conduct
- Standards of Ethical Sales Behavior
- Making Ethical Sales Decisions

**NADA Salesperson Certification** is an optional component earned through successful completion of Module 7, State Law Test, and Module 8, Certification Exam. Certified salespeople become members of the prestigious Society of Automotive Sales Professionals (SASP). Certification is an individual achievement and a credit to the dealership.



## Module 4: Customer-Focused Selling

### *Knowledge is Power*

- Knowing Your Product
- Providing a Quality Vehicle Delivery
- Following Up After a Sale

## Module 5: Legal Selling

### *Contracts, Warranties, and Credit*

- Sales Contracts
- Warranties
- Consumer Credit Protection Act

## Module 6: Legal Selling

### *Rules and Regulations*

- Federal Trade Commission Act
- FTC Used Car Rule
- Federal Odometer Law
- IRS Cash Reporting Rule

**Your customers will know the difference.**