



Salesperson licensing policy change:

29 August, 2007

Application first, then Certification Course registration

Easy as 1,2,3,4

The process to obtain a salesperson licence is really quite straight forward. Applications and full information are available on the VSA web site at

<http://www.vehiclesalesauthority.com/salesperson.htm>

1. Apply for a licence (a fee of \$195 must accompany the application)
2. Next, register for an upcoming Salesperson Certification Course in your area (registration fee \$420)
3. A conditional licence will be issued that is valid through the date of the Course.
4. Upon successful completion of the Course and other requirements, a regular photo ID licence will be issued.

From start to finish, including the Course and a one-year licence, the cost to a new salesperson entering the industry is \$615. Subsequent annual licence renewals cost \$150, with a discounted 2-year renewal fee available when processed on-line.

Reminder: Salesperson licensing applies to all people working in the following positions who deal with retail vehicle consumers: used and new vehicle sales, business office (finance and insurance), lease office, Internet sales, sales managers as well as general managers and dealer principals.

Work is underway to provide the entire licence application and course registration process through the VSA web site. Full notification will be provided when this new service is available.

An immediate benefit of the VSA's new Learning Division has been the closing of some gaps between course participation and licensing for new and experienced salespeople. The Learning Division was created to take professional development in-house, adding and expanding programs, including the obligatory Salesperson Certification Course.

The next step to improve the process is that effective September 2007, a salesperson licence application must be received before a salesperson can register to take the mandatory Salesperson Certification Course.

Once the licence application and course registration are received and processed, the applicants will be issued a conditional licence, permitting them to work for a licensed dealer. During this "conditional" period the course must be completed, in addition to meeting all other outstanding licensing requirements. Once all licensing requirements are complete, a regular photo ID licence will be issued.

Progressive licensing, as in the case of drivers' licences, is familiar to everybody. A "learner's permit" is obtained first which enables driving under certain restrictions. A VSA conditional salesperson licence allows the commencement of work, in the fashion of apprenticeship at a dealership, but successful completion of the Course is required before the full licence can be obtained.

There has been confusion in this area since the first days of compulsory licensing, beginning in June, 2004. Many who took the certification course thought that meant they were licensed. Others who had a conditional licence, thought the course applied only to beginners.

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"In the past, salespeople were able to register for the course prior to submitting an application for a salesperson licence," said Earl Manning, VSA's Director of Licensing. "We had to do this because we lacked the manpower to process the high volume of licence applications during our start-up period."

The advantage of the new policy is that new entrants to the industry can immediately begin to work under a conditional licence – being in full compliance with the legislation. Previously people could be working for weeks or even months, while they awaited a course opening, before ever applying for a licence. This would put both the dealer and salesperson in contravention of the relevant legislation.