



Level II Salesperson Certification Program:

First pilot session a major success

The 21 industry leaders who completed the first pilot course for the Level II Salesperson Certification Program, held last week in Burnaby, collectively represented over 400 years of industry experience, with an average of 18 years per person.

Their attendance brought them up to date on all of the changes in motor vehicle sales legislation since 2004, particularly the important role the *Business Practices and Consumer Protection Act* now plays in motor vehicle sales. The pilot also introduced a workshop format based on group discussion and individual participation. The practical knowledge and experience of the participants is an integral part of the program and made the workshop a success. The program development team, which includes VSA President Ken Smith, the Registrar of Motor Dealers, is looking forward to the upcoming pilot courses.

After the program, more than 80 per cent agreed that the course content was valuable and engaging.

"That response was very encouraging," said Doug Longhurst VSA Manager of Professional Development. "The program is designed to focus upon the application of current and new legislation to common industry business practices. It is not a review of old class material, but an opportunity for industry professionals to update their knowledge every three-to-five years."

The constructive suggestions from the participants will help to modify and improve the course material. Once the course content has been finalized, on-line, web cast and classroom course formats will be evaluated.

The first pilot sessions in Nanaimo and Burnaby are full. Additional sessions in Victoria, Kelowna, Prince George, Burnaby and Abbotsford are planned but not yet scheduled.

The advanced Level II program represents the commitment of the VSA to give education a higher priority. A better understanding of the law reduces consumer complaints.

Level II pilot programs at discounted fees

The Level II Salesperson Certification Program, now being introduced, is not a prerequisite for the large number of salesperson licence renewals required by June 2008.

A significant reduction of course fees is available to those who participate during the development phase. The pilot courses are offered for \$210, one-half the current rate for a two-day VSA program.

At present, only industry members who took the MDSA course prior to June 2004 are eligible to participate in the pilot sessions. Full credit will be given to those who participate in any pilot session once the course becomes mandatory. The date for when the course will become mandatory is yet to be determined.

The pilot sessions offer an opportunity to participate in the design and content of the final course. Representation from different functions within dealerships - dealer principals, management, business office and sales - is encouraged.

If you have questions or need more information, please phone Doug Longhurst, VSA's Manager of Professional Development at 604-293-3536.