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## ***The pilot phase of the new Level II salesperson course nears completion***

### **A big thank-you to the 53 dealerships who have helped so far**

The VSA would like to thank the salespeople, managers and dealer principals who have attended the first five Level II course pilot sessions. Their participation has been invaluable. As a result, the course development team has been able to review the content and the format of the course, making changes after each session. (*See list of 53 dealers on Page 2.*)

#### **Space available for scheduled Victoria, Kelowna and Prince George pilot classes**

Registrations are still being accepted for the pilot sessions in the following locations:

- Victoria July 24 & 25
- Kelowna August 7 & 8
- Prince George Sept. 18 & 19

Other sessions will be scheduled if needed. The discounted price for a pilot session is \$210. Registrations can be made by calling Cathy at 604-294-9889 ext. 230. If you have questions, please call Doug at 604-293-3536.

This course will soon be mandatory for all those industry veterans who have not taken a course since the voluntary program developed by the former Motor Dealer Standards Association prior to the formation of this Authority in 2004, and before salesperson licensing became the law on June 1 of that year, and with it, the prerequisite basic salesperson course.

The basic course (Level I) has greatly evolved since the MDSA era, incorporating new legislation, advertising standards and industry best practices. The Level II program is all of that and much more, delivered in an interactive format in which the enrollees share their actual experiences and ideas with the facilitators and instructors.

The participants continue to give the course high marks and have reported that one of the most valuable aspects of the course is the attendance of the Registrar and/or Deputy Registrar. Another feature of the course that has received very positive feedback is the discussion of the Business Practices and Consumer Protection Act and how the legislation can protect the dealership and the salesperson. The case study format keeps the discussion practical and lively.

The course is providing an opportunity for experienced members of the industry and the VSA staff to work together on strategies to reach the industry vision of *a respected industry serving an informed and confident public.*

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### ***Postscript - Deposits***

The recent VSA Bulletin Issue #14, 24 June, 2008, concerning deposits from consumers, attracted some feedback including a few requests that the VSA develop a standardized form with all appropriate information for both dealers and consumers to sign.

As useful as this may appear on the surface, due to the variety of selling and business practices within the industry, it's best that dealers and their legal advisors work out the form and timing of any deposit agreement that they may provide to a consumer. The VSA has provided a guide as to the minimum that an agreement must contain if a business practice includes nonrefundable deposits or partial payments. (See "Directive 13" under Dealer Directives on the VSA web site.)

## ***The 53 participating dealers, so far***

The VSA is grateful to the following dealers and their representatives for participating in the five Level II pilot project courses to date. In a very real sense, they are helping to make history, as their experience and expertise fine-tunes the curriculum for future participants.

Abbotsford Chrysler Ltd.  
Accent Leasing & Sales Ltd.  
Auto West BMW  
Big Boy's Toys Ltd.  
Blue Star Motors  
BMC Motor Works Ltd.  
Bouman Motors Ltd.  
Brown Bros. Ford Lincoln Sales & Service  
Budget Car & Truck Sales  
Cam Clark Ford Lincoln Ltd.  
Campbell River Honda Country  
Candan RV Center  
Capital City Auto Ltd.  
Carter Dodge Chrysler Ltd.  
Carter Motorsports  
Carter Pontiac Buick Ltd.  
Clarkdale Motors Ltd.  
Cowell Motors Ltd.  
Dams Ford Lincoln Sales Ltd.  
Dennison Chevrolet Ltd.  
Discovery Honda  
Dominion Motorsport Inc.  
Don Dockstader Motors Ltd.  
Dueck Lansdowne Pontiac Buick Cadillac GMC Ltd.  
Freeway Mazda

Garf Baxandall Ford Sales  
Global Voyagers Financial Corp.  
Harbortowne Ford Sales Ltd.  
Harborview Autohaus Ltd.  
Island Kia  
Ken Evans Ford Sales Ltd.  
Key West Ford Sales Ltd.  
Kia West  
Langley Chrysler  
M.K.M. Motors Ltd.  
Maple Ridge Chrysler Jeep Dodge  
Mertin Pontiac Buick GMC Ltd.  
Murray Pontiac Buick G.M.C. Limited Partnership  
Nomad Auto Sales Ltd.  
Peace Arch Toyota  
Richmond Chrysler Dodge Jeep Ltd.  
Richmond Lexus  
Ron Ridley Rentals Ltd.  
Saunders Subaru  
Sea to Sky Ford Sales Ltd.  
Technique Auto Sales Corporation  
The Honda Way  
Tom Harris Chevrolet Cadillac Ltd.  
Trev Deeley Motorcycles Ltd.  
West Coast Nissan Ltd.  
Wolfe Chevrolet Ltd.  
Wolfe Mazda