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| <b>Title</b> | <b>Demonstrate knowledge of planning an automotive product promotion</b> |                |          |
| <b>Level</b> | <b>3</b>   | <b>Credits</b> | <b>2</b> |

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| <b>Purpose</b> | People credited with this unit standard are able to demonstrate knowledge of planning an automotive product promotion. |
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| <b>Classification</b> | Motor Industry > Automotive Sales |
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| <b>Available grade</b> | Achieved |
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### Guidance Information

- 1 Evidence presented for assessment against this unit standard must be consistent with safe working practices and be in accordance with applicable service information, company requirements and legislative requirements. This includes the knowledge and use of suitable tools and equipment.
- 2 Legislation, regulations and/or industry standards relevant to this unit standard include but are not limited to the:
  - Health and Safety at Work Act 2015;
  - Consumer Guarantees Act 1993;
  - Fair Trading Act 1986;and any subsequent amendments and replacements.
- 3 Definitions  
*Company requirements* refer to instructions to staff on policy and procedures that are available in the workplace. These requirements may include – company policies and procedures, work instructions, product quality specifications and legislative requirements.  
*Service information* may include – technical information for a vehicle, machine, or product detailing operation; installation and servicing procedures; manufacturer instructions; technical terms and descriptions; and detailed illustrations.

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### Outcomes and performance criteria

#### Outcome 1

Demonstrate knowledge of planning an automotive product promotion.

**Performance criteria**

- 1.1 Purpose of planning an automotive product promotion is identified.
- Range company profile, financial, moving stock, improving customer base.
- 1.2 Ways of carrying out an automotive product promotion are identified.
- Range in combination with supplier, in-house; direct marketing, showroom, word of mouth, advertising; online; social media.
- 1.3 Procedures to carry out an automotive product promotion are identified.
- Range identifying customer needs, calculating promotional costs, measuring the effectiveness of the promotion, selecting the product, availability of the product, timing of the promotion, monitoring competitor activities.

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| <b>Replacement information</b> | This unit standard and unit standard 31647 were replaced by skill standard 40073. |
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**This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.**

**Status information and last date for assessment for superseded versions**

| Process      | Version | Date             | Last Date for Assessment |
|--------------|---------|------------------|--------------------------|
| Registration | 1       | 13 December 2018 | 31 December 2027         |
| Review       | 2       | 25 July 2024     | 31 December 2027         |

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| <b>Consent and Moderation Requirements (CMR) reference</b> | 0014 |
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.