

Title	Carry out a motor vehicle sales presentation		
Level	4	Credits	4

Purpose	People credited with this unit standard are able to: ascertain a customer's motor vehicle requirements; apply vehicle knowledge to a sales presentation; and demonstrate a vehicle to a customer.
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Classification	Motor Industry > Automotive Sales
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Available grade	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, and company requirements and legislative requirements. This includes the knowledge and use of suitable tools and equipment.
- 2 Performance of the outcomes of this unit standard must comply with the following:
Consumer Guarantees Act 1993;
Fair Trading Act 1986;
Health and Safety at Work Act 2015;
Land Transport Act 1998;
Motor Vehicle Sales Act 2003;
Land Transport Rules.
- 3 Any new, amended or replacement Acts, regulations, standards, codes of practice, guidelines, or authority requirements or conditions affecting this unit standard will take precedence for assessment purposes, pending review of this unit standard.
- 4 **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 refers to technical information for a vehicle, machine, or product detailing operation; installation and servicing procedures; manufacturer instructions; technical terms and descriptions; and detailed illustrations.
Suitable tools and equipment refer to industry approved tools and equipment that are recognised within the industry as being the most suited to complete the task in a professional and competent manner with due regard to safe working practices.

Outcomes and performance criteria

Outcome 1

Ascertain a customer's motor vehicle requirements.

Performance criteria

1.1 Relevant usage information and vehicle requirements are ascertained from the customer.

Range price, mileage, proposed usage and environment requirements, fuel economy, vehicle environmental impact.

Outcome 2

Apply vehicle knowledge to a sales presentation.

Performance criteria

2.1 Relevant features and benefits of the vehicle are presented to the customer.

Range those stated by the vehicle manufacturer, customer's requirements.

2.2 Relevant sales information and technical sales data is conveyed to the customer.

Range vehicle manufacturer information, company sales information.

2.3 An awareness of competitors' products is maintained, and information related to competitors' products is conveyed to the customer if necessary.

Range purchasing, marketing, customer requirements, sales information.

Outcome 3

Demonstrate a vehicle to a customer.

Performance criteria

3.1 The vehicle is prepared for presentation in showroom condition.

3.2 A planned demonstration involving the customer's participation is performed allowing concerns to be resolved and buying signals recognised.

3.3 The vehicle's controls, operation and features are demonstrated in a manner which reveals its capabilities.

Range those stated by the vehicle manufacturer, customer's requirements.

- 3.4 A pre-determined demonstration drive is arranged, ensuring that traffic regulations are observed, and the route best demonstrates the overall vehicle features.

Planned review date	31 December 2025
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	1 October 1993	31 December 2022
Review	2	4 October 1996	31 December 2022
Review	3	30 August 1999	31 December 2022
Review	4	25 June 2007	31 December 2022
Review	5	29 April 2021	N/A

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

Comments on this unit standard

Please contact MITO New Zealand Incorporated info@mito.org.nz if you wish to suggest changes to the content of this unit standard.